

**A PRAGMATIC ANALYSIS OF MAXIM FLOUTING AND RHETORICAL
DEVICES TO CREATE HUMOR IN *MODERN FAMILY SEASON 1***

A THESIS

**Presented as a Partial Fulfillment of the Requirements for the Attainment of
a *Sarjana Sastra* Degree in English Language and Literature**



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2014**

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A THESIS

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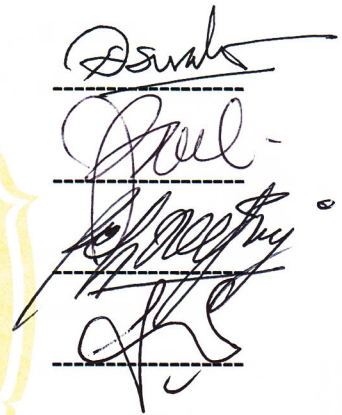
RATIFICATION SHEET

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Accepted by the Board of Examiners of Faculty of Languages and Arts of the Yogyakarta State University on 21 March 2014 and declared to have fulfilled the requirements of the attainment of the *Sarjana Sastra* degree in English Language and Literature.

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menyatakan bahwa karya ilmiah ini adalah hasil pekerjaan saya sendiri dan sepanjang pengetahuan saya, karya ilmiah ini tidak berisi materi yang dipublikasikan/ditulis oleh orang lain atau telah digunakan sebagai persyaratan pada penyelesaian studi akhir di perguruan tinggi lain kecuali pada bagian-bagian tertentu yang saya ambil sebagai acuan dengan mengikuti tata cara dan etika penulisan karya ilmiah yang lazim.

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Yogyakarta, 14 March 2014

Risti Utami Dewi

MOTTOS

We should treat all trivial things in life very seriously, and all serious things of life
with a sincere and studied triviality

(Oscar Wilde)

Everybody tells a joke, but we still need comedians

(Michael Pritchard)

*I proudly dedicate this work to Papih (Alm) and
Mamih...*

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ABSTRACT

This study was conducted to observe language phenomena that create humor in *Modern Family Season 1*. Two objectives of this study are: (1) to identify types of maxim flouting and (2) rhetorical devices to create humor in *Modern Family Season 1*.

This study applied a descriptive qualitative method since it emphasized on describing language phenomena in humor. The data were in the form of utterances. The data source were the script of *Modern Family Season 1* Episodes 1-3 (*Pilot, Changes, and Bicycle Thief*). The main instrument of the study was the researcher herself. After being collected, the data were categorized and analyzed based on the types of maxim flouting and rhetorical devices. To enhance trustworthiness of the data in this study, triangulations were applied.

This study reveals two findings. In term of types of maxim flouting, there are four types of maxim which are flouted for humorous purposes. They are flouting of quality maxim which occurs 42 times, flouting of manner maxim which occurs 17 times, flouting of quantity maxim which occurs 12 times, and flouting of relation maxim which occurs 7 times. There are 12 types of rhetorical devices employed by the characters, i.e. exaggeration, sarcasm, allusion, irony, ridicule, satire, definition, bombast, insult, pun/wordplay, facetiousness, and repartee. Flouting of quality maxim co-occurs with exaggeration, sarcasm, allusion, irony, ridicule, definition and satire. Flouting of manner maxim co-occurs with definition, bombast, insult, and pun/wordplay. Flouting of quantity maxim can co-occur with exaggeration and bombast. Meanwhile, flouting of relation maxim can co-occur with facetiousness and repartee. From the data, language phenomena that create humor are mainly shown in the flouting of quality maxim by using exaggeration. Thus, the result of the study shows that the characters of *Modern Family Season 1* mostly flout quality maxim by using exaggeration to create humor.

Keywords: Pragmatics, Humor, Maxim flouting, Rhetorical devices, *Modern Family Season 1*

CHAPTER I

INTRODUCTION

A. Background of the Research

Humor can serve functions psychologically and socially. According to Melinda in *Health Benefits of Humor and Laughter* (2013), psychologically, humor helps people to stay emotionally healthy because it has power of changing moods by taking out of depression. Socially, humor strengthens relationship by triggering positive feelings because when people share humor, a positive bond is created (Ziv, 1986:176).

There are four definitions of humor. Hay suggests that humor is anything the speakers intend to be funny (2000: 715). Dineh Davis (2008:238) defines humor as any sudden episode of joy associated with a new discovery that is self-rated as funny. Veatch (1998:164) adds that humor is an emotional pain that does not hurt. Similar to Veatch, Krorenberger in Davis states that humor simultaneously hurts and heals.

The most common parameter of humor is laughter because humor is directly related to laughter. However, humor does not always result in laughter and laughter is not always an outcome of humor (Attardo, 1994:117). Moreover, the absence of laughter is actually one of several possible reactions to humor and it does not necessarily mean failure to understand the humorous import of the utterance. Hay, in Archakis and Tsakona, claims that the absence of any reaction to humor may imply

either supporting of the speaker's humorous intention or understanding but not appreciating the humor in certain cases (2005:44).

To achieve amusement, the speakers and the hearers have to be able to acknowledge personal knowledge of the utterance meaning and social context. Cutting (2002:3) has categorized three sorts of context to observe in communication. They are the situational context, background knowledge context, and co-textual context. In order to be successful, the collaborations are required. Thus, when they do not achieve the requirements, there are two possibilities: misunderstanding can create conflict or humor.

There is a long tradition of researching humor. Three theories explain why individuals are motivated to use humor are superiority, relief, and incongruity. Superiority humor is one of the oldest themes in the analysis of humor proposed by Plato and Aristotle. In this theory, humor is related to laugh at other's suffering. The Relief theory is based on the idea that humor is used to release tension. Incongruity is usually defined as a conflict between what is expected and what actually occurs (Lynch, 2002: 426-428).

Generally, humor can be presented in any media, such as stand-up comedies, short articles, cartoon strips, cartoon series, or situation comedy. One of the most popular media is situation comedy. Situation comedy or 'sitcom' is a comedy series containing regular characters and settings.

One of the most popular sitcom is *Modern Family Sitcom*. *Modern Family* is an American comedy, first aired on September 23, 2009 on the ABC network

(www.imdb.com). The sitcom's tagline is "One big happy family". Producers and writers, Christopher Lloyd and Steven Levitan, are the masterminds behind this program.

The show revolves around three families who are interrelated: Jay's family, Phil's family, and Mitchell's family. Jay Prichett is re-married to a much younger woman, Gloria. She has a 11-year-old son, Manny, from her previous relationship. Phil Dunphy is married to Jay's daughter, Claire, and they have three children: Haley, Alex, and Luke. Mitchell, Jay's son, is a lawyer and gay. He has a lover named Cameron. They adopt a Vietnamese baby, Lily.

Based on the title, *Modern Family*, the sitcom reflects American families who are rich of differences. Hence, conflicts occur when they encounter those differences. Because it is served in sitcom, those differences are shown in humorous manner.

The researcher chooses this series because the researcher is interested to investigate why people are entertained when they watch these series. Specifically, the researcher observes Episode 1-3 of *Modern Family Season 1* in order to see how humor is built when this new sitcom is introduced for the first time. Hence, the researcher focuses on these three beginning episodes of *Modern Family Season 1*. The researcher found that language is the tool key to amuse the audience. Therefore, the researcher conducts the study by analyzing language in *Modern Family Sitcom Season 1*.

B. Research Focus

Discussing the phenomena of language and humor found in *Modern Family Season 1* is a broad range. It includes the discussion on semantics, discourse, pragmatics, and rhetorics.

In semantics field, humor is discussed on the theory of GTVH (General Theory of Verbal Humor) proposed by Raskin and Attardo (1991). The GTVH is presented as a theory that has six ordered knowledge resources, namely knowledge concerning Language (L), Narrative Strategies (NS), Target (T), Situation (S), Logical Mechanism (LM), and Script Opposition (SO). Language (L) is all the information concerning the wording or verbalization of a text. Narrative Strategies (NS) is the narrative organization of a text. Target (T) is the ‘butt’ or victim of humor, usually stereotyped. Situation (S) is the elements which build up the context. Logical Mechanism (LM) is the mechanisms at the heart of the playful logic of humor. Script Opposition (SO) is the different scenarios or frames activated by the text and how they are in contrast with each other.

Regarding the critical discourse analytic approach, humor is classified into its functions by Holmes and Marra (2002). They distinguish between ‘reinforcing’ and ‘subversive’ humor. The former reinforces existing power or solidarity relationships. According to Holmes and Marra (2002: 70-71) reinforcing humor

increases solidarity and affirms power relationship. Meanwhile, subversive humor challenges existing power relationships.

Pragmatically, humor is discussed under cooperative principle that is broken, namely maxim flouting (Attardo, 1994: 273). Humorous effect appears when there is any failure to observe a maxim referred as 'breaking a maxim'. Therefore, when speaker intentionally fails to follow cooperative principle, they flout the maxims to create humor. There are four types of maxim flouting: quality, quantity, relation, and manner (Cutting, 2002:36).

Another approach is rhetorics proposed by Berger (1997). In this humor study, rhetorics is defined as the art to persuade laughter. To create humor, rhetorical devices are used by the speaker. There are 15 types of rhetorical devices: Allusion, bombast, definition, exaggeration, facetiousness, insults, infantilism, irony, misunderstanding, over literalness, pun/wordplay, repartee, ridicule, sarcasm, and satire (Berger, 1995:54).

This research focuses its analysis on the humor created in *Modern Family Sitcom Season 1*, that is, Episode 1-3. According to the explanation above, it is possible to conduct the study in four ways. However, in order to be more focused, the researcher makes further limitations. They are analysis of maxim flouting and rhetorical devices. The combination of pragmatics and rhetorics will explain what ways the characters of *Modern Family Season 1* can create humorous effects.

Based on the research focus, the researcher formulates the problems as follows:

1. What are the types of maxim flouting used by the characters in *Modern Family Sitcom Season 1* to create humor?
2. What are the rhetorical devices found in the *Modern Family Sitcom Season 1* to create humor?

C. Objectives of the Research

Based on the formulation of the problem as mentioned above, the objectives of the research are:

1. to identify the kinds of maxim flouting used by the characters *Modern Family Season 1* to create humor; and
2. to reveal rhetorical devices found out in *Modern Family Season 1* to create humor

D. Significance of the Research

This research offers some benefits as follows:

1. Theoretically, the findings of the research could enrich the study in linguistics, especially in pragmatics.
2. Practically, the findings may be useful for the following parties:
 - a. The students of English Language and Literature study program

The research is expected to give some contributions to pragmatics generally and maxim flouting particularly.

b. The other researchers

For the other researchers, hopefully, this can be a motivation to conduct other research in linguistics concerning humor, since this study is least conducted.

CHAPTER II

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

This chapter deals with literature review and it is divided into four parts. The first part is theoretical background which consists of theories used as guidance in conducting this research. The second part is previous study which shows some examples of the research in the same topic. The third part is conceptual framework which shows the concept of the study. The last is analytical construct which shows how this research is conducted.

A. Theoretical Background

1. Language and Humor

The topic of humor has been debatable for centuries. Three theories explain why people are motivated to use humor: superiority, relief, and incongruity.

Superiority theory is usually associated with laughing at others' inadequacies. By laughing at others, people realize of being superior to someone else (Loizou, 2008:190). The idea is that superiority humor is the realization of feeling pleasure because of other people's suffering (Morreall, 2009:4).

The relief theory is based on the idea that humor is used to release tension. Spencer in Martin (2010:33) argues that laughter serves for relieving excess tension in the nervous system. According to the theory, when people laugh,

people expend energy that is normally used to keep forbidden impulses. Laughter is an expression of the relief felt when the pressure is released.

The last is incongruity theory. Incongruity is usually defined as a conflict between what is expected and what actually occurs. According to Berger in *Anatomy*, all humor involves some kind of a difference between what is expected and what is got. Schonpenhaur in Grotewell (2008:191) states that incongruity is a mismatch when hearer expects to get an answer based on the understanding of common knowledge about certain things; however, the answer is contradictive or even out of expectation.

Three theories of humor can be applied in terms of language because language and humor are inseparable. The best theory to explain the relation between language and humor is incongruity theory where linguist and humor theorist have the same understanding: humor exists when there is incongruity in language. According to Jensen (2009:4), incongruity theory is one of the most relevant in relation to language. Incongruity is regarded as something out of context. In doing conversation, people tend to fulfill some requirements, namely cooperative principles, to achieve effective communication. Hence, when their response is out of context by being not cooperative, humor occurs.

As a conclusion, humor is created through language incongruity. Language incongruity appears when people break cooperative principles. The

aspect of language incongruity is analyzed in cooperative principles under pragmatics.

2. Pragmatics

Pragmatics is defined as the study of language in context (Birner, 2012: 2). Hence, pragmatics is concerned with what speaker means in a given context and how context influences what is said. Pragmatics (Yule, 1996: 3) is also defined as the study of how more gets communicated than is said. Leech in Mey (1994: 5) states that speaker often means more than what s/he says. So, pragmatics deals with how speaker uses language, what speaker means and how hearer interprets the words.

Pragmatics has some fields in its study, i.e. deixis, speech acts, conversational implicature, and cooperative principles.

Deixis refers to 'pointing via language' (Yule, 1998: 9). Birner (2012: 42) adds that the term deixis denotes the phenomena of using a linguistic expression to point some contexts available. Thus, deixis is clearly a form of referring that is tied to the speaker's context.

Speech acts are based on the assumption that a word can perform an action as well (Yule, 1998: 48). Speech acts can perform acts such as making statements, making promise, or giving commands (Yule, 1998: 53-54).

Conversational implicature is something meant, implied, or suggested deeper from what is said (Yule, 1998: 35). Conversational implicature deals with

sentence uttered by speaker that can be understood by interpreting the meaning based on the context.

Cooperative principles is first coined by Grice (1975). Speaker attempts to be cooperative in conversation (Briner, 2012: 21). Similar to Briner, Yule argues that people involved in a conversation will cooperate with each other (1996:36-37). Related to the focus study, cooperative principles is claimed to be able to explain language in humor. Raskin (1985: 272-273) states that a basic assumption which underlies the following remarks is that a large number of humor involves breaking one or more of Grice's maxims. Hence, cooperative principles will be discussed further.

3. Cooperative principles

Cooperative principles requires speaker to contribute the conversation such as required, at the stage it occurs, by the accepted purpose or direction of the talk exchange in which speaker and hearer are engaged (Yule, 1998: 37). According to cooperative principles, both speaker and hearer converse with the willingness to deliver and interpret a message. The speaker and hearer cooperate to communicate efficiently.

Hence, to achieve effective communication, speaker and hearer have to fulfill cooperative principles which consists of four maxims: quality, quantity, relation, and manner. There are two possibilities of conducting the maxims: the one is doing an observance of maxim and the other is doing a non-observance of

maxim. When the maxim is fulfilled, it is assumed that speaker has successfully observed the maxim called observance of maxim. Meanwhile when speaker fails to observe maxim, it is called non-observance of maxim.

a. Observance of Maxim

Observance of maxim happens when speaker successfully follows four maxims to achieve effective communication.

1) Maxim of Quality

Maxim of quality requires speaker to make contribution that is true and not to say things that are false (Yule, 1998: 37). Hence, fulfilling maxim of quality means the speaker tries to avoid saying things they lack adequate evidence. An example of maxim of quality is shown below.

A : What is the capital of Venezuela?
B : *Caracas*

(Flowerdew, 2012: 96)

In the interaction, speaker B achieves maxim of quality because the speaker tells the truth that the capital of Venezuela is Caracas.

2) Maxim of Quantity

Maxim of quantity requires speaker not to make contribution more or less informative than what is required (Yule, 1998: 37). Thus, observing maxim of quantity means speaker will give right amount of information and not give more information than what a situation requires. An example of maxim of quantity is shown below.

- A : Hi, what would you like?
 B : *Two hundred grams of the shaved ham thanks.*
 (Paltridge, 2006: 62)

In the interaction, speaker B observes maxim of quantity because the speaker gives exactly right amount of information needed.

3) Maxim of Relation

Maxim of relation requires speaker to say something that is relevant to what has been said before (Cutting, 2002: 35). Maxim of relation requires speaker to be relevant to the context and situation in which the utterance occurs. An example of maxim of relation is shown below.

- A : Now *I mentioned yesterday* that you should look at both sides of the same coin. You should look at those who argue for audience as guerilla readers, you know post-modern theorists will see audience as being involved in interpretative free for all
 (O’Keeffe et al, 2011: 62)

The example is taken from a university lecture. Speaker A observes maxim of relation because the speaker points to what has been said before by uttering *I mentioned yesterday*.

4) Maxim of Manner

Maxim of manner requires speaker to describe things orderly and clearly (Cutting, 2002: 35). Maxim of manner requires speaker to avoid ambiguity as well as obscurity. An example of maxim of manner is shown below.

- “She dusted the shelves and washed the walls”*
 (Cummings, 2005: 12)

In the example, maxim of manner is observed because the speaker presents the events orderly.

By observing maxim of quality, quantity, relation, and manner, speaker is successful in fulfilling cooperative principles. However, there are cases when speaker fails to observe the maxim called non-observance.

b. Non-Observance of Maxim

Any failure to observe a maxim may be referred as non-observance of maxim. When speaker breaks the maxim, s/he breaks in some ways. Cutting discusses four ways of not observing maxims: opting out, violating, infringing, and flouting (Cutting, 2002: 36-41).

1) Opting out

According to Cutting (2002: 41), when opting out the maxim, speaker is unwilling to cooperate and reveal more than s/he already has. Speaker chooses not to observe maxim and states an unwillingness to do so. An example of opting out is shown below.

“I’m afraid I cannot give you that information”

(Cutting, 2002:41)

The example above is uttered by a police officer who refuses to release the name of an accident victim until the relatives have been informed.

2) Violating

Thomas in Cutting (2002: 40) states that violating a maxim is often with the intention to mislead. An example of violating is shown below.

Husband : How much did that new dress cost, darling?

Wife : *Less than the last one*

(Cutting, 2002:40)

In the example, the wife is not sincere in telling the real price of her dress. She instead covers it up by saying that the new dress is cheaper than the last one.

3) Infringing

When speaker infringes a maxim s/he unintentionally deceives or fails to observe the maxim. According to Cutting, infringing occurs when speaker does not master the language well enough or s/he is incapable of speaking clearly. Infringing may come about when speaker has inadequate command of language (Flowerdew, 2012: 100). An example of infringing is shown below.

“My job is a decision-making job. And as a result, I make a lot of decisions“

(Flowerdew, 2012:100)

In the example, the speaker infringes maxims by giving illogical statements. The first statement has already given enough information that his main job is a decision-maker. The next statement has no additional meaning from the previous statement. Infringing occurs because the speaker unintentionally breaks the

maxim. Hence, the speaker here might not master the language well that s/he is not able to speak clearly.

4) Flouting

According to Cutting (2002: 36), flouting happens when speaker blatantly fails to observe a maxim in which s/he has intention. When flouting the maxim, speaker does not intend to mislead hearer but s/he assumes that hearer knows what s/he means. Therefore, when speaker intentionally fails to observe maxim, the purpose may be to effectively communicate a message. Types of maxim flouting are quality, quantity, relation, and manner.

a) Flouting of Quality Maxim

Cutting (2002: 37) points out that speaker may flout quality maxim by exaggerating as in the hyperbole. An example of flouting of quality maxim is shown below.

Lynn	: Yes, <i>I'm starving</i> too
Martin	: Hurry up girl
Lynn	: Oh dear, stop eating rubbish. You won't eat any dinner

(Martin in Cutting, 2002: 37)

The example above flouts quality maxim. The utterances of *I'm starving* are the speaker's way to express that she is very hungry. In spite of giving the right contribution to the hearer, the speaker exaggerates the answer. According to Cutting (2002: 37), there are four ways to flout quality maxim namely hyperbole, sarcasm, banter, and irony.

b) Flouting of Quantity Maxim

The speaker who flouts quantity maxim seems to give too little or too much information. An example of flouting of quantity maxim is shown below.

A : How do I look?
B : *Your shoes are nice*

(Cutting, 2002:37)

In the dialogue, speaker B does not give complete answer. Speaker A asks to speaker B about the whole appearance. However, speaker B only comments on speaker A's shoes. Speaker B can imply that the rest of the part is terrible. In this case, speaker B flouts quantity maxim because of giving little information.

c) Flouting of Relation Maxim

Speaker who flouts relation maxim tends to give irrelevant answer in responding to the opponent speaker. Speaker flouts relation maxim in order to expect that hearer will be able to imagine what the utterances do not say, and make the connection between the utterances with the previous one (Cutting, 2002: 39). An example of flouting of relation maxim is shown below.

Heckler : We expected a better play
Coward : *I expected a better manner*

(Sherrin in Cutting, 2002: 39)

Relation maxim requires the hearer to acknowledge what the speaker intends to say and to respond according to preceding statement. In this dialogue, however, Coward intentionally fails relation maxim by saying something that is irrelevant with the previous statement. Heckler talks about the expectation of watching

better play. Coward responds irrelevantly by saying that he expects better manner instead. Coward implies that Heckler should have better attitude rather than criticizing the play.

d) Flouting of Manner Maxim

Speaker who flouts manner maxim, appears to be obscure (Cutting, 2002: 39). An example of flouting of manner maxim is shown below.

- A : Where are you off to?
 B : I was thinking of going out to get some of that *funny white stuff* for *somebody*.
 A : OK, but don't be too long – dinner's nearly ready
 (Cutting, 2002:39)

Speaker B flouts manner maxim by being obscure. However, speaker B assumes that speaker A can infer what speaker B means. *White funny stuff* refers to ice cream and *somebody* refers to their kid.

Generally, people flout the maxim to convey additional information. Hence, when speaker intentionally fails to follow the rules, the hearer can infer the meaning behind literal meaning.

In conversation, humor is derived from speaker flouting the norms that a normal conversation would follow. Therefore, Grice's theory of maxim flouting can be used to get an understanding of humor creation.

How humor is realised through maxim flouting will explain what exactly makes humor. However, maxim flouting is not sufficient in explaining the details of the effects. Therefore, the researcher will also make use of some rhetorical

devices that provoke humor. When speaker flouts maxim for humorous purpose, s/he usually employs particular devices to achieve it. The devices are known as rhetorical devices which are studied under rhetorics.

4. Rhetorics

Aristotle in Berger (1997:51) defines rhetorics as the study of observing in any given case the available means of persuasion. Leech (1991:15) adds that rhetorics is the art of using language skillfully for persuasion. Rhetorics focuses on a goal-oriented speech situation in which speaker uses language in order to produce a particular effect in the mind of hearer (Leech, 1991:15). In short, rhetorics is the study of using language persuasively.

Nowadays, rhetorics is usually used to analyze and interpret televised text. Primeau in Berger (1997:51-52) offers his understanding of rhetorics by providing five process of analyzing televised text: *inventio*, *disposition*, *elocution*, *pronounciatio*, and *memoria*. *Inventio* is the process of inventing text, *disposition* is the process of arranging text, *elocution* is the process of giving stylistic to the text, *pronounciatio* is the process of delivering the text via medium, and *memoria* is the process of giving techniques to make the text memorable. The focus of this study is what Primeau called *memoria*, which is used to analyze text based on its role to persuade emotional involvement via language.

Berger, in his book *Blind Men and Elephants: Perspectives of Humor*, relates rhetorics with the study of humor. In humor, rhetorics is the art to

persuade laughter. Analyzing the text through *memoria* can present the understanding of what makes people laugh when seeing humor text. From his perspectives, Berger provides useful and important typologies of humor to examine the identical nature of humor structure and its devices. He modifies rhetorics as the art to generate humor which helps people to believe in something that is specific to humor and more importantly, he adds that the concern is to look at the devices of the text which render humor. Hence, to see the text as humorous, there are techniques called rhetorical devices.

5. Rhetorical Devices in Humor

Rhetorical devices in general are the devices that are designed to render language more convincing (Weaver, 2011:15). Hence, rhetorical devices have certain structures that create particular effects. In relation to humor, rhetorical devices are used as structuring tools to comic creation. Accordingly, humor is generated by using rhetorical devices in order to amplify the humorous effect.

Berger (1995:54) has come up with an inventory of 45 typical types of rhetorical devices that have been used to generate laughter. He has divided them into four categories: humor involving language, humor involving logic, humor involving identity and humor involving sight or action, which he calls visual humor (Berger 1995:54). Berger claims that these devices have been used to create humor from the earliest comedies to the present day. The devices are presented in the following table.

Table 1. Types of Rhetorical Devices in Humor

(Berger, 1997:4)

Language	Logic	Identity	Visual
Allusion	Absurdity	Before/after	Chase
Bombast	Accident	Burlesque	Speed
Definition	Analogy	Caricature	Slapstick
Exaggeration	Catalogue	Eccentricity	
Facetiousness	Coincidence	Embarrassment	
Insult	Comparison	Exposure	
Infatillism	Dissapointment	Grotesque	
Irony	Ignorance	Imitation	
Misunderstanding	Mistakes	Impersonation	
Overliteralness	Repetition	Mimicry	
Pun/wordplay	Reversal	Parody	
Repartee	Rigidity	Scale	
Ridicule	Theme/variation	Stereotypes	
Sarcasm		unmasking	
Satire			

The rhetorical devices in this study are focused on the humor involving language. Hence, the researcher will explain the types of rhetorical devices. There are fifteen types of rhetorical devices in humor: allusion, bombast, definition, exaggeration, facetiousness, insult, infantilism, irony, misunderstanding, over-literalness, pun/wordplay, repartee, ridicule, sarcasm, and satire.

a. Allusion

Allusion is a commonly used device in humorous texts. Allusion refers to some embarrassing well-known event (Berger, 1995: 57). In some cases, just the mention of a person's name is enough to provoke laughter (Berger, 1997: 21). Hylen adds that allusion is a device of a text, specific means of establishing

relations with other texts (2005: 50). Thus, allusion is used by speaker to provide a way to remind well-known people or events in other texts. After providing allusion, speaker intends to invite hearer to see the current situation in this additional information. An example of allusion is shown below.

“If you take his parking place, you can expect *World War II* all over again”

(Harris, 2013)

In the example, the utterances show allusion because they relate the current situation to very well-known events. By taking the man’s parking place, the taker would probably get into trouble by referring to the description that the trouble might be like World War II.

b. Bombast

Bombast is an inflated language (Rishel, 2002: 286). Adamson (2001: 43) defines bombast as a hyper-inflation of language and a mismatch between word and action. An example of bombast is shown below.

Garage Owner : *Diagnose it as an absence of flatulence of the perimeter caused by the penetration of a foreign object resulting in the dissipation of the compressed athmosperic contents and charge him accordingly.*

(Berger, 1998:25)

The speaker is a garage owner. A doctor complains about his flat tire to the owner. The owner knows that the man is a doctor. The owner then elaborates the reason why the tire can be flat by inflating the elaboration. As a result, his

elaboration sounds more complicated than it is. The owner employs bombast since his utterances are simple on meaning but expressed in massive words.

c. Definition

Definition refers to the meaning of particular term. However, for the humorous effect, an element of trickery is involved. According to Berger in his book *An Anatomy of Humor*, the humorous definition is a kind of a joke on the hearer who, for a moment, finds something light when s/he expects something serious or heavy (1998:30). An example of definition is shown below.

“a bore is someone who talks when you want him to listen”

(Berger, 1998:30)

In the example, the definition of ‘bore’ is not defined correctly. The meaning has been manipulated to provoke humorous effect. The actual meaning of a bore is someone who is boring. However, the definition is further referred to someone who does not want to stop talking when s/he is expected to listen.

d. Exaggeration

Exaggeration is enhancing reality and blowing things up far beyond the reality of the situation (Berger, 1997: 20). Exaggeration can work by either overstatement (hyperbole) or understatement (Helitzer, 2005: 63). An example of exaggeration is shown below.

“I used to have an open mind but my brains kept falling out”

(Morrison, 2012:124)

The example above is an exaggeration because it shows overstatement. *Brains kept falling out* reflects the enhancement of speaker's brain. The speaker is used to be smart, but now he is getting stupid.

e. Facetiousness

Facetiousness is making light of something serious (Berger, 1995: 57). Speaking facetiously is usually saying one thing when it means the opposite. Facetiousness is called joking or teasing. The hearer sometimes cannot determine whether speaker is serious or not (Edwards, 2013: 81). Hayworth (1941: 151) adds that facetiousness is scattered throughout an address without diverting attention from the main subject. An example of facetiousness is shown below.

Man : *When we get married we decided that we would divide up spheres of responsibility. I make the big decisions and my wife makes the little ones. I decide when we go to war, raise taxes, and how much to spend for foreign aid. My wife decides everything else.*

(Berger, 1998: 35)

The example is uttered by a husband. He and his wife have married for so long that people wonder why they can maintain their relationship. Over the serious issue, the husband responds in an opposite way.

f. Insult

Berger (1997: 26) states that a humorous insult is a direct use of verbal aggression to degrade a person or some other object for comic effect. An example of insult is shown below.

Joyce : You are an *over-excited little man*, with a need for self-expression far beyond the scope of your natural gifts. This is not discreditable. Neither does it make you an artist.

(Berger, 1997: 30)

The example shows insult because of the utterance *over-excited little man*. Here, Joyce changes the name of the man with his particular characters. Hence, the insult is directed at people.

g. Infantilism

Infantilism involves an adult character using the language of a baby, playing around with words, and uttering nonsense terms (Berger, 1997:28). An example of infantilism is shown below.

Carr : It is the duty of the artist to beautify existence

Tzarra : (articulately) *dada dada dada dada dada dada dada dada*

Carr : (slight pause) Oh, what nonsense you talk!

Tzarra : it may be nonsense, but at least it's not clever nonsense.

Cleverness has been exploded, along with so much else, by the war

(Berger, 1997: 28)

In the example, Tzarra uses repetition and pattern *dada* which are similar to the language of infant. Hence, Tzarra employs infantilism by uttering infant sounds.

h. Irony

Irony involves saying one thing but meaning the opposite (Berger, 1997: 30). Leech states (1968: 171) that irony as applied to language is human's disposition to put the mask on. Additionally, Leech in Cutting points out that irony is being offensive in a friendly way (2002: 38). In short, irony consists of

using language to imply the opposite of their literal meaning or a situation. An example of irony is shown below.

A : *With friends like him, who needs enemies?*
(Leech, 1991: 142)

The example above shows irony because the speaker offends in a friendly way. The word *friends* create positive perception. However, in the end, the speaker reveals that having friends like him is like having an enemy.

i. Misunderstanding

Misunderstanding is an error in comprehending something that has been said or written (Berger, 1995: 58). According to Rulli (2010:33-34), misunderstanding occurs when hearer misinterprets either the words or intentions of speaker. Misunderstanding is often used to create humor whenever speaker tries to convey the message but hearer fails to understand the meaning. An example of misunderstanding is shown below.

Claire : (staring at her daughter's mini skirt) Wow, you are not wearing that outfit. Honey, do you have anything to say to your daughter about her skirt?
Phill : Sorry? Oh yeah, *that looks really cute sweetheart!*
(Modern Family, Scene 1)

Claire complains about her daughter's mini skirt. Here, Phil misunderstands his wife's intention. Instead of giving advice to his daughter, he compliments the skirt.

j. Over-literality

Over-literality involves hearer who takes everything literally, is lack of imagination, or does not take circumstances into account (Berger, 1997: 32). An example of over-literality is shown below.

Visitor : Have you anything in the shape of automobile tires?
 Seller : Yep, *life preserves, invalid cushions, funeral wreaths, doughnut, an' sich*
 (Clode, 2008)

The example above is a dialogue between a visitor of general store and a seller. The visitor asks whether the seller has an automobile tires. The seller answers the question over literally by mentioning anything that have the same shape as tires.

k. Pun/wordplay

Pun/wordplay is a joke made from word play. Pun/wordplay can be defined as words that sound the same but have dual meaning (Fandel, 2005:46). According to Berger (1997:38), pun/wordplay involves the clever use of language to amuse and entertain, for example.

Q : Why don't Stevie Wonder and Ray Charles get on with each other?
 A : Because they can't see *eye to eye*
 (Yus in Verlag, 2010:30)

This is the example of a play on words. The utterances of *eye to eye* have dual meaning: to agree on something and to have the ability to see (Yus in Verlag: 30). The speaker manipulates the meaning in order to create joke.

l. Repartee

Repartee has been defined as saying something as quickly as flash (Safian, 1990: 13). Similar to Safian, Esar (1995: 674) points out that repartee is a quick and witty retort in responding to slight or putdown remark. An example of repartee is shown below.

Lady Astor : Mr, if you were my husband, I'd put poison in your tea.
 Chruchill : *Madam, if I were your husband, I'd drink it*
 (Conserva, 1995:50)

In the example, Lady Astor puts down Chruchill by saying that she would poison him. However, Chruchill can retort her by saying that he would drink the poison if he were her husband. Chruchill employs repartee because he responds to Lady Astor's caustic remark in a witty way.

m. Ridicule

Ridicule is linguistic humor that makes fun of, derides, attempts to humiliate the object of the ridicule (Safian, 1990: 14). Ridicule is making fun at someone or something (Berger: 42). Stephen (1995; 138) adds that ridicule is a personal derision concerning people's behavior or physical appearance. An example of is shown below

"Pictures of her have to be taken from an airplane"
 (Kuder, 200: 22)

The utterances above shows ridicule. The utterances are intended to make fun of someone's physical appearance. Because of her fat body, the pictures have to be taken from far away so that her whole body can be seen.

n. Sarcasm

Sarcasm is a form of irony that is intended to hurt (Cutting, 2002:38). Sarcasm refers to the language that is bitter and cutting (Berger: 1997: 43). An example of sarcasm is shown below.

"You must be an experiment in Artificial Stupidity"

(Dyner, 2009)

The utterances above are aimed for hurting the intended hearer. They intend to hurt the hearer by saying that the hearer is *an experiment in Artificial Stupidity*. *An experiment* is a sarcastic comment of 'victim'. Meanwhile, *Artificial Stupidity* is an offensive way to say 'stupid'.

o. Satire

Satire emphasizes the beliefs held by the culture and presents them for criticism. The criticism provides social commentary and questions toward current cultural traditions (Rybacki: 319-320). Satire can also be defined as mocking stupidity of certain society (Berger, 1997: 44). An example of satire is shown below.

Jack : You don't think there is any chance of Gwendolen becoming like her mother in about a hundred and fifty years, do you?
 Algernon : *All women become like their mothers. That is their tragedy, no man does. That's his*

(Oscar in Berger, 1997: 46)

The example is taken from a popular play *The Importance of Being Ernest* by Oscar Wilde. The setting takes place in Victorian era. Algernon employs satire to criticize Victorian society in general. Algernon considers that many women will become like their mothers. In Victorian era, when women look for men, they tend to consider wealthy class as the first criteria. The class matter has been derived from their mothers. Thus, Algernon's utterances are to satirize the convention of Victorian women.

Those are fifteen types of rhetorical devices used in humor. The devices can be used to analyze and classify the types of humor in any text whether in the form of a play, a cartoon, or situation comedy (Berger, 1995:55).

From theoretical background, humor can be analyzed from two points of view: pragmatics and rhetorics. Pragmatically, humor is seen as breaking cooperative principles by using maxim flouting. Rhetorically, humor is assumed to use rhetorical devices to create humorous effect. When speaker flouts maxim, s/he creates humorous effect by employing rhetorical devices. Thus, the viewpoints can be combined to analyze certain text in order to see how humor is constructed. The conducted study will analyze humorous text which is reflected on situation comedy, *Modern Family Season 1*.

6. *Modern Family Season 1*



Figure 1. Modern Family Opening Scene

Situation comedy (sitcom) is humorous television series having regular settings and characters. The characters are often marked by verbal sparring and rapidly resolved conflict. Brett Mills in Savorelli notes that sitcom requires an audience for its existence to be at all meaningful (2010: 21-22).

One of the most popular genres is domestic sitcom (Dalton and Linder, 2005: 40). Domestic sitcom focuses on home and family life. The plot centers around members of a family (Staricek, 2011:20).

Modern family is an America domestic sitcom. The sitcom revolves around three families who are interrelated: Jay's family, Phil's family, and Mitchell's family. Jay Prichett is re-married to Gloria. She has a 11-year-old son, Manny, from her previous relationship. Phil Dunphy is married to Jay's daughter, Claire, and they have three children: Haley, Alex, and Luke. Mitchell, Jay's son,

is a lawyer. He is a gay who has a lover, Cam. They adopt a Vietnamese baby, Lily.

The highlight of *Modern Family* is the diversity in one family. The diversity varies in their characters, life, and origins.

Jay's family consists of three persons. They are Jay himself, Gloria, and Manny. Jay Pritchett is a successful businessman. He is a father of Claire and Mitchell. Jay is the oldest person in this sitcom. Jay's character is sarcastic in nature. He tends to make fun of family members who have different personality. Gloria is Jay's young wife. She is a beautiful, sexy Columbian. She is a quick-tempered woman yet she cares about the family a lot. Manny is Gloria's son and Jay's stepson. He has fat body. Although he is still 11 years old, his character is beyond his age. He acts and thinks as an adult. Moreover, when it comes to love, he can turn into romantic man with his poetic language.

Phil's family consists of five persons. They are Phil, Claire, Haley, Alex, and Luke. Phil, Claire's husband, is a real estate agent. He tries to build an image of himself as a modern father. Phil's character is a bit silly. Sometimes, he tends to make a joke to look funny, but it often ends up failed. Claire is Jay's daughter. She is a housewife and a protective mother. She controls over everything in the house more than Phil. They have two daughters; Haley and Alex, and one son; Luke. Haley is the oldest daughter. She is a fashion-conscious girl yet not smart

academically. Opposite to Haley, Alex is a smart yet cynical girl. Luke is the last child. He is on the same age as Manny. However, Luke is more immature.

Mitchel's family consists of three persons. They are Mitchel, Cam, and Lily. Mitchel is Claire's brother and Jay's son. He is a gay who has partner, Cam. Mitchel is realistic while Cam is dramatic person. Cam is like a woman because he tends to be sensitive over many things. Cam and Mitchel adopt a Vietnamese baby, Lily.

According to the diversity of the characters, the concept of *Modern Family* is to show the world the acceptance of differences as opposite to traditional family. The characters mirror the life of American modern family. Instead of making the difference as serious conflict, the writer delivers in a sitcom. In addition, there is a lot of humor which make audience keep amused throughout the sitcom. However, at the end of episode, the sitcom shares a good message that audience should be aware of the importance of family.

The research focuses on *Modern Family Season 1*, that is, three beginning episodes. They are *Pilot*, *Changes*, and *Bicycle Thief*. *Pilot* tells about Mitchell and Cam who just adopt a Vietnamese baby. *Changes* tells about Jay and Phil who have awkward relationship. Meanwhile, *Bicycle Thief* tells about Phil who steals a kid's bike.

B. Previous Study

Previous study gives contribution along the process of understanding the case and leads the researcher to find the relevant theories. There are two previous studies utilized as the reading materials before the researcher finds the relevant theories to strengthen her analysis.

The researcher presents two studies here considering their similarities to her study. They are the study of *The Role of Conversational Maxims, Implicature, and Presupposition in the Creation of Humor: an Analysis of Woody Allen's Anything Else* and *A Pragmatic analysis of American Humor in Spongebob Squarepants TV Series as a Reflection of American Social Issues*.

The Role of Conversational Maxims, Implicature, and Presupposition in the Creation of Humor: an Analysis of Woody Allen's Anything Else is the study conducted by Ramiro (2011). The study aims at discovering various pragmatics concepts such as implicature, conversational maxims, and presupposition in combination with rhetorical devices and humor theories as reflected in the movie *Anything Else*.

The second previous study is conducted by Intan Pradita (2010) entitled *A Pragmatic analysis of American Humor in Spongebob Squarepants TV Series as a Reflection of American Social Issues*. The study aims at identifying and explaining the employment of maxim flouting to reveal American social issues in *Spongebob Squarepants* TV series.

The previous studies are different from this study in terms of the focus and object. Ramiro study focuses to analyze *Woody Allen's* transcript by finding out possible pragmatics analysis and rhetorical devices that can be done. Meanwhile, this study focuses on maxim flouting as well as rhetorical devices to create humor.

The second previous study, conducted by Intan Pradita, analyzes maxim flouting and relates them to American social issues. This study is different from Intan's study because this study focuses on maxim flouting and rhetorical devices to create humor. Moreover, the researcher here uses American sitcom while Intan's object is a cartoon.

C. Conceptual Framework

This study presents analysis of humor involving language in a sitcom *Modern Family Season 1*, i.e., Episodes 1-3. To achieve the objectives, the analysis consists of two viewpoints: pragmatics and rhetorics. There are five disciplines under pragmatics: deixis, conversational implicature, cooperative principles, and speech act. The pragmatics view is based on the assumption that humor breaks cooperative principles. Pragmatically, humor appears when there is any failure to observe a maxim. Therefore, when speaker intentionally fails to follow cooperative principles, s/he flouts maxim to create humor. There are four types of maxim flouting: quality, quantity, manner, and relation.

Additionally, to see humorous effect from maxim flouting, humor language is also analyzed from rhetorics. In this humor study, rhetorics is defined as the study of using language to persuade laughter. Rhetorically, humor is created by using rhetorical devices. According to Berger, rhetorical devices in humor are used by speaker to manipulate language to persuade laughter. There are totally fifteen types of rhetorical devices: allusion, bombast, definition, exaggeration, facetiousness, insult, infantilism, irony, misunderstanding, over literalness, pun and wordplay, repartee, ridicule, satire, and sarcasm.

Together Pragmatics and rhetorics are able to answer the question of how humor in *Modern Family Season 1* is created. Humor occurs when speaker flouts maxim by employing rhetorical devices.

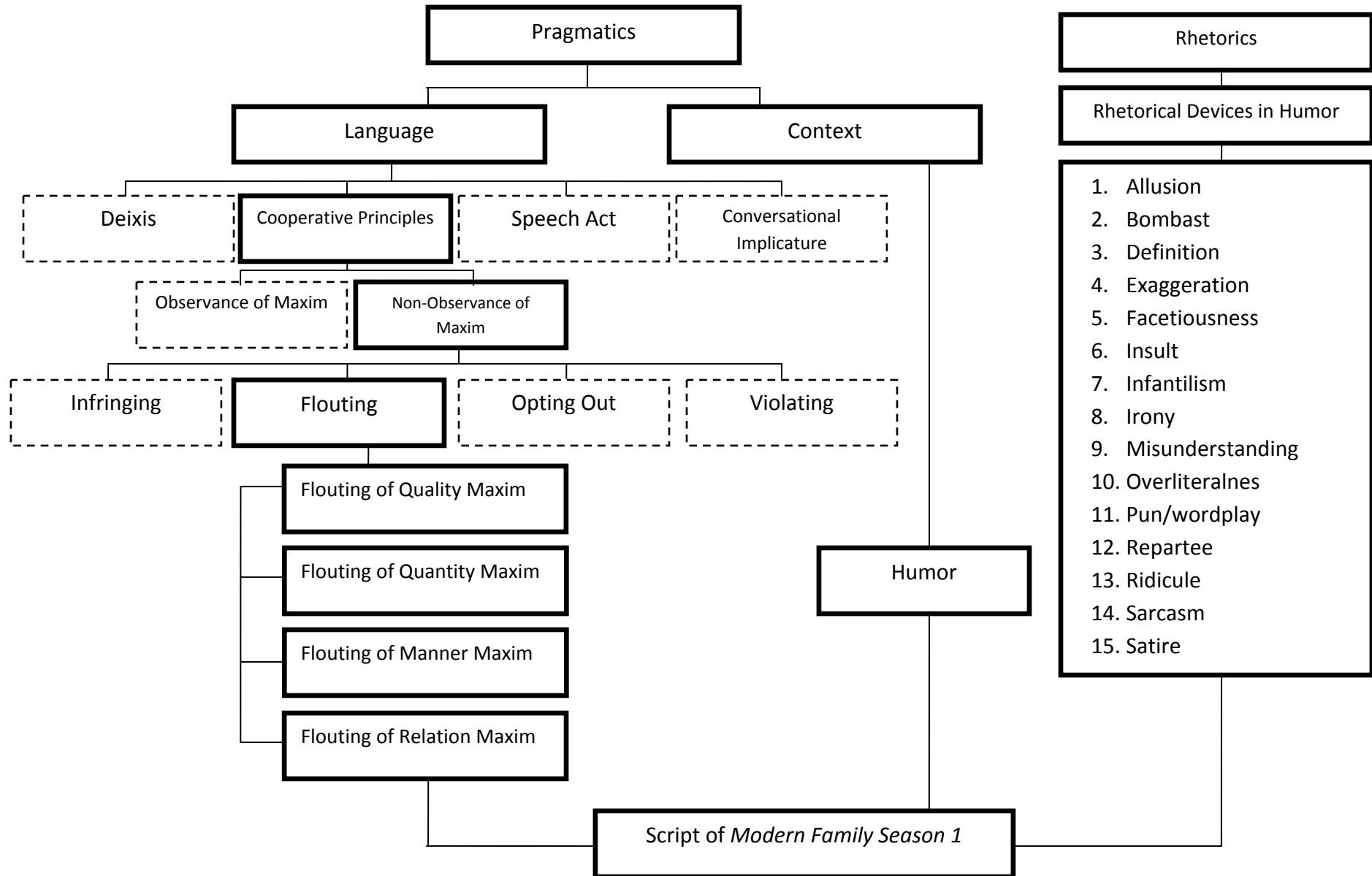


Figure 2. Analytical Construct

CHAPTER III

RESEARCH METHODS

A. Research Type

This research was conducted by using qualitative approach to describe the data. Vanderstoep and Johnston (2008: 167) state that the purpose of qualitative research is more descriptive rather than predictive. The goal is to understand, in depth, the researcher's viewpoint. Hence, qualitative research elaborates the data by using description rather than numbers because meanings are more essential. Moleong (2001: 4-8) states that qualitative research is conducted according to natural background. Therefore, the research is according to natural settings. The researcher does not influence or interfere the data but has a role as tools that describe or interpret the data.

In this research, the phenomena being described was maxim flouting and rhetorical devices to create humor in *Modern Family Season 1* through the character's utterances. The goal was to understand in depth how the characters create humor by classifying and interpreting their utterances into maxim flouting and rhetorical devices. Hence, the researcher used qualitative research to describe the phenomena.

B. Form and Source of Data

The object of this research was a sitcom entitled *Modern Family*. The data in this research were in the form of utterances done by the characters. This is in line with Bungin (2007: 28) who mentions that qualitative data are in the forms of sentences, utterances, or even short stories.

The data were taken from the script of three beginning episodes of *Modern Family Season 1 (Pilot, Changer, and The Bicycle Thief)* which are downloaded from <http://www.modernfamily.livejournal.com> (accessed on 18 June 2013).

C. Research Instrument

The primary instrument of this data was the researcher herself. She was involved in all process of the research observation, analysis, and interpreting data. Moleong (2001:12) states that the researcher plays as designer, collector, interpreter, and reporter of data finding in qualitative method. The data sheet was used as secondary instruments as an aid for her to analyze the data. The forms of data sheets consisted of one table. The model of the data sheet was as follows.

Table 2: Data Sheet of types of Maxim Flouting and Rhetorical Devices to Create Humor in *Modern Family Season 1*

Co des	Data	Maxim Flouting				Rhetorical Device											Explanation	
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i	S a		S t
01/ Ql/ Al/ 09	Phil : Buddy, why do you keep getting stuck like this? Luke : I can get out this time. Alex : I'm just gonna say it...he needs to be checked by a specialist. Phil : There! Be free, Excalibur!	V				V												Phil’s utterances flout maxim quality maxim. Phil intentionally fails maxim of quality to be humorous. Phil creates humor by employing allusion device because he treats Luke’s head as well-known thing from literature, Excalibur. He refers Luke’s head to Excalibur. Excalibur is a legendary sword of King Arthur. Hence, he treats Luke’s head as if it is ‘Excalibur’ which is hard to be taken out

Description:

01/Ql/Al/09 → Number of Data/ Types of Maxim Flouting/Types of Rhetorical Devices/Number of Scene

Maxim Flouting

Ql : Quality

Qn : Quantity

Re : Relation

Ma : Manner

Rhetorical Devices

Al : Allusion

Bo : Bombast

De : Definition

Ex : Exaggeration

In : Insult

Ir : Irony

PW: Pun/Wordplay

Rp : Repartee

Ri : Ridicule

St : Satire

D. Data Collecting Techniques

The researcher conducted the following procedure on gaining the data by doing some steps. They were:

1. downloading Episodes 1-3 (*Pilot*, *Changes*, and *The Bicycle Thief*) of *Modern Family Season 1*,
2. watching the series in order to see the phenomena constructing humor used by the characters,
3. finding the transcript from the internet instead of typing down the whole conversations,
4. re-checking the transcript whether it is the same as what is spoken by the characters or not. When it did not match, the technique of *simak dan catat* (listen and write) was employed by transcribing the parts manually. Subroto (1992: 34) states that this technique requires the primary instrument to listen carefully and to write down what is important as the data,
5. parting down the transcript into several scenes, and
6. reading the transcript many times to determine the utterances that could be taken as data, and
7. classifying the data into data sheet.

E. Data Analysis

According to Moleong (2001: 125), data analysis is a process of organizing and classifying data into a certain pattern, category, and basic unit of analysis so that

the theme can be found. The data in this research were analyzed using some steps as follows.

1. Classifying

The researcher sought relevant data, which was taken from character's utterances, and categorized them by using one table. The table was made to classify the utterances into types of maxim flouting and rhetorical devices.

2. Interpreting

When the classification was finished, the researcher started to analyze the data. The researcher analyzed by interpreting each datum to answer the research questions.

3. Reporting

In reporting data, the researcher presented the data in the discussion. She took some examples from the findings and elaborated further explanation of the interpretation.

F. Trustworthiness

To ensure the quality of the findings, researcher employed a technique which enhances trustworthiness. Vanderstoep and Johnston (2008: 179) states that trustworthiness can be gained by conducting triangulation. In doing triangulation, the researcher consulted her research routinely with lectures who are experts in this field. They were Titik Sudartinah, M.A and Paulus Kurnianta, M.Hum. Besides, she also conducted triangulation of data with some students of the same study program who are keen on the field. They were Dyah Ayu Puspitaningrum, Qolidina Noviani, and

Dindadari Arum Jati. Triangulation was done in order to check the correctness of the data findings and to get some suggestions for the sake this research.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter consists of two parts: findings and discussion. The first part presents the findings that the researcher obtains from the analysis based on the characters' utterances in *Modern Family Season 1* which flout maxim and contain rhetorical devices. Besides, there are also descriptions or brief explanations of the analysis. The findings are in the forms of table which contain numbers of the analyzed phenomena. Meanwhile, the second part presents the discussion on the findings.

A. Research Findings

From the script of Episodes 1-3 of *Modern Family Season 1*, the researcher found some data of maxim flouting and rhetorical devices which create humor. The sense of humor is found in some language phenomena created by the characters through their utterances. Humor creation occurs when the characters respond to another character in an incongruity way.

The findings consist of one section. The findings present the types and the employment of maxim flouting and rhetorical devices in creating humor. The findings are presented in the form of table along with their number of occurrences.

Based on the analysis, the researcher found that all types of maxim are flouted by using rhetorical devices to be humorous. The findings are presented in Table 3.

Table 3. The Occurrence of Types of Maxim Flouting and Rhetorical Devices to Create Humor in *Modern Family Season 1*

Maxim Flouting	Rhetorical Devices	Frequency	Total
Quality	Exaggeration	16	
	Sarcasm	7	
	Allusion	5	
	Irony	5	
	Ridicule	5	
	Definition	2	
	Satire	2	
			42
Manner	Definition	7	
	Bombast	5	
	Insult	3	
	Pun/Wordplay	2	
			17
Quantity	Exaggeration	7	
	Bombast	5	
			12
Relation	Facetiousness	4	
	Repartee	3	
			7
			78

Based on the first objective, all of maxim are flouted for humorous purposes. Flouting of quality maxim becomes the most prominent flouting used by the characters to create humor with the occurrences 42 times out of 78. On the second rank, humor creation is used by flouting manner maxim with the appearance 17 times out of 78. The third rank is flouting of quantity maxim with the emergence 12 times out of 78. The least prominent maxim flouting used by the

characters of *Modern Family* is flouting of relation maxim with the occurrences 7 times out of 78.

Based on the second objective, humor is created when the characters employ rhetorical devices. Hence, when the characters flout maxim by using rhetorical devices, they end up amusing. On many occasions, humorous purposes are created by means of flouting of quality maxim. Quality maxim is flouted mainly by using exaggeration, sarcasm, allusion, irony, ridicule, definition, and satire. Exaggeration becomes the most used device with the emergence 16 times out of 42. The characters who flout quality maxim by using exaggeration tend to be dramatic with their utterances. Meanwhile, sarcasm is on the second rank with the appearance 7 times out of 42. Sarcasm is used to mock certain family members for their 'weird' or 'different' personality in a harsh manner. Allusion, irony, and ridicule have the same number of frequency. They appear 5 times out of 42. Allusion is used to relate another character to famous figure or events. Irony is often used to offend another character in a friendly way. Ridicule device is used to make fun of another character's appearance to make contemptuous laughter. The last are definition and satire which appear twice out of 42. Definition is used when the characters are being tricky with certain terms. Satire is used when the characters mock stupidity of certain society.

Flouting of maxim manner often co-occurs with definition, bombast, insult, and pun/word play. Definition appears 7 times out of 17. Definition is used when the characters flout manner maxim deliberately to blur another character's name by using code or to create their own definition of certain term in obscure way.

Bombast appears 5 times out of 17. Bombast in manner maxim is used when the characters is not being brief by uttering massive words for simple meanings. Insult appears 3 times out of 17. Insult is used when the characters flout manner maxim by using a name-calling to delineate another character in offensive way. Pun/wordplay appears 2 times out of 17. Pun/wordplay is used when the characters flout manner maxim by uttering one sound which has dual meaning.

Flouting of quantity maxim co-occurs with exaggeration and bombast. The characters flouts quantity maxim to either give excessive information or little information. Exaggeration occurs 7 times out of 12. Exaggeration is used when the characters flout quantity maxim by cutting intentionally some of information but ending up exaggeratedly. Bombast occurs 5 times out of 12. Bombast is used when the characters flout quantity maxim by giving extended information in inflated language.

Flouting of relation maxim becomes the least prominent with the occurrence 7 times by using facetiousness and repartee. Facetiousness appears 4 times out of 7. Facetiousness is used when the characters flout relation maxim by teasing another character over serious issues. Repartee appears 3 times out of 7. Repartee is used when the characters flout relation maxim to retort another character in a witty way.

B. Discussion

The discussion contains examples of the data as well as explanation of the analysis. The discussion section is divided into two parts. The first part is the

analysis of the types of maxim flouting. The second part is the analysis of the types of rhetorical devices found in maxim flouting.

1. Types of Maxim Flouting

In *Modern Family Season 1*, the characters often flout maxim to create humor. Language is exploited by maxim flouting. All types of maxim flouting are found in the data. In fact, flouting of quality maxim is the most appearing flouting, followed by manner, quantity, and relation maxim.

a. Flouting of Quality Maxim

Flouting of quality maxim becomes the most prominent flouting in *Modern Family Season 1*. To fulfill quality maxim, the characters of *Modern Family* are supposed to make their conversational contribution correspond to the truth. However, in the case of maxim flouting, the characters break quality maxim in intentional way. Usually, the characters flout their utterances by being dramatic or by not telling the truth. In order to create humor, the flouting of quality maxim is done deliberately by the characters to respond to another characters in out-of-expectation way or uncommon way. The example below is the utterances between Mitchel and Cam.

Mitchel	: Yes, I...What the hell is that?
Cam	: I had Andre do it when we we're gone.
Mitchel	: Is that us? With wings?
Cam	: We're floating above her, always there to protect her.

(19/Q1/Ex/17)

The characters are Cam and Mitchel. They just arrive from Vietnam to adopt a baby named Lily. They are heading to Lily's new room. Cam gives Mitchel a surprise: a painting on the wall picturing both of them as angels while

holding Lily. In fact, Mitchel dislikes the painting and asks Cam in angry tone. Responding to angry Mitchel, Cam says **“We’re floating above her, always there to protect her”**.

Cam flouts quality maxim because he says something untrue by dramatizing his statement. Cam’s statement is not literal because obviously they cannot float. Cam knows exactly that Mitchel might not like the painting, so, he answers by saying something funny. Here, Cam exaggerates his statement by saying that the wings are their symbol which will always protect their new baby. The painting represents their existence to Lily. However, the statement is a reflection that they will take after Lily as they can.

Humorous effect lies on the incongruity of Cam’s statement. Cam is a dramatic person. Hence, his idea to draw them with wings is one of the reflections of Cam’s funny character.

Another example of flouting of quality maxim is uttered by Jay. In the previous scene, there is a man who approaches and teases Gloria. He introduces himself to Jay because he thinks that Jay is Gloria’s father. While waiting for Manny in the mall, Gloria talks about the man who insults Jay in a soccer field.

Gloria : You're in such a bad mood and I know why. It is because that man thought you were my father.
 Jay : No
 Gloria : Yes
 Jay : NO
 Gloria : When you say no like that, it's always yes. Come on, we're in the mall, let's get something like some younger clothes.
 Jay : I don't need any younger clothes! And I don't care what some jackass in a pair of ribbed jeans thinks about me.
 Gloria : Good, you shouldn't. You should only care what I think. I love you and I don't care how old you are. So stop being gloomygoos and stop being so hard on Manny.

Jay : The only reason I'm hard on Manny is just because I don't wanna see him make a fool of himself and **I can smell that hairgoo of his from here!**

(23/QI/Ex/13)

In the dialogue, Jay denies that he is in a badmood because of the man. Gloria then asks Jay to stop being hard on Manny because she feels that Jay is full of disagreement with Manny. However, Jay thinks that he tries to distract Manny for his kindness.

Jay intentionally flouts quality maxim because he exaggerates his statement by not telling the real situation. He comments that Manny's hairgoo can be smelled from the spot he stands, which is very far from Manny. Jay tells untrue statement. Obviously, he could not possibly smell Manny's hair's fragrance. Jay intentionally fails quality maxim to implicitly tell Gloria that Manny is hyper-act.

Jay always argues about anything with Manny. In the dialogue, he thinks that Manny is hyper-act by wearing puffy white shirt and bringing flower as well as poem for Brenda. Thus, humor occurs because Jay's utterances, which are intended to express his disagreement with Manny, are incongruous.

b. Flouting of Manner Maxim

The second type of maxim flouting is manner maxim. Manner maxim is fulfilled by being brief, orderly, avoiding ambiguity and obscurity. Hence, when the characters flout those criteria, the characters have broken manner maxim.

The example of flouting of manner maxim presented is a conversation between Manny and Claire. They are in the mid-conversation. Claire complains about Alex who does not want to wear a dress for school's party.

Claire : Alex and I can't just disagree. She has to turn everything into a

fight.
 Manny : A strong, independent woman.Sounds like **somebody else** I know.
 Claire : I was never hostile, though. This whole thing with the dress...
 Never had this problem with Haley.
 (49/Ma/De/20)

In the dialogue, Claire explains to Manny that sometimes she just does not understand why Alex always fights against her. Manny responds to Claire by saying that Alex is a strong and an independent girl just like somebody else he knows.

Manny flouts manner maxim because his reference is not clear. Manny blurs the reference deliberately because the real ‘somebody’ whom he is talking about is right next to him, Claire. So basically, Manny intends to say that Alex has the same characters as her mom. It turns out that Claire knows Manny is talking about her.

The conversation creates humor because of Manny’s utterances. His utterances show incongruity because he responds to Claire in an unusual manner. Additionally, the scene becomes funnier because Manny is still a kid but he talks like an old man giving advice.

Another criterion of flouting of manner maxim involves the characters who do not speak briefly. Instead of speaking straightforwardly to mean something, the characters usually talk in a bush. However, in the end, the utterances remain obscure. An example of flouting of manner maxim is shown by Phil. Phil employs this flouting to explain his relationship with Jay.

Phil : **Jay and I are buds, for sure but with kind of an invisible asterisk. He's not, uh... He's not a talker... or a hugger. Once,**

he ran over my foot with his car. To be fair, he had just given up smoking. But, basically, we're buds.

(37/Ma/De/09)

Phil is sitting on the couch while looking at the camera to confirm about his relationship with Jay. The interview is to respond the previous scene where Claire teases Phil and Jay for their awkward relationship. Phil and Jay tend to avoid each other when they meet. They do not even look like a close father and son-in-law.

Phil's explanation turns into obscure because he formerly claims that they are total buds. However, his next statement shows the opposite. They are buds with an invisible asterisk. Moreover, Phil is not being consistent again by revealing that Jay ever runs over Phil's foot with his car. After saying that way, he re-confirms that Jay does not do it on purpose. In the end, he still thinks that they are total buds.

Phil creates humor because of his incongruity. Flouting of manner maxim is usually used to create amusement by looking at the way it is said. To say total buds, Phil adds the supporting arguments which do not totally show the criteria of buds. Then he goes back to his belief that they are buds. By being obscure, Phil manipulates language by flouting his manner to say something.

c. Flouting of Quantity Maxim

Quantity maxim states that characters should provide sufficient information. So, the characters who flout quantity maxim would give too much information by usually adding unnecessary information or give less information. Related to humor creation, usually, the characters give extended information to support their statement by using inflated language. Meanwhile, when the

characters give too little information, they cut intentionally the amount of information to create exaggeration.

The example will be Phil's utterances in the interview scene. Phil sits at the dining room while looking at the camera. He describes himself as a cool dad.

Phil :I'm a cool dad. That's my thang. **I surf the web, I text LOL Laugh Out Loud, OMG, Oh My God, WTF, Why The Face. You know, I know all the dances to High School Musical, so.**
(04/Qn/Bo/10)

His statement is to respond to the previous scene. The scene presents Haley who asks Phil and Claire to invite her boyfriend to their house. Phil teases Haley that he would record her and her boyfriend. Back to the interview scene, Phil explains that he teases Haley because he wants to be close to his daughter. Hence, one of the ways to get closer is by being a cool dad.

Phil flouts quantity maxim because he says too much information which is unnecessary. Phil wants to shape an image that he is a cool dad. His efforts can be seen from the way he texts messages and the TV series that he currently watches, which seems young.

Phil creates humor by presenting language incongruity. Instead of describing himself as a respectful father, he would rather think that he is a cool dad. In fact, he thinks he is cooler than he is. When he states that he knows all the dances in High School Musical TV series, it turns out that he dances awkwardly.

Another example of flouting of quantity maxim is by cutting the information to create exaggeration. The setting is at Phil's house. Claire, Manny, Gloria and Alex are having conversation in the dining room when suddenly Jay

comes in while helping Phil whose nose is bleeding. Jay departs Phil on the couch. Phil is screaming as if he is suffering too much painful.

Jay : You'll be all right.
 Claire : Oh, my God! What happened?
 Jay : Little accident. Nothing big.
 Phil : **I was in a plane crash.**

(53/Qn/Ex/23)

Claire is shocked seeing Phil with bloods on his nose. Claire asks Jay what happens. Jay says that Phil has a little accident. Phil rebuts by saying he is in a plane crash.

Phil's utterances flout quantity maxim because he deliberately says too little information by cutting off the information. He says the truth by saying a plane crash however the plane is only a toy. Moreover, everyone in the room knows that the plane is a toy because Jay also brings the toy airplane with him.

In the situation, Phil creates humor because he is saying out of the box. To get more attention to the family, his expression shows as if he is just being hit by a real plane.

d. Flouting of Relation Maxim

Relation maxim is exploited by making response or observation relevant to the topic. Flouting of relation maxim means that the characters blatantly fail to follow the conversation in terms of relevance. In humor creation, the characters blatantly give irrelevant context to the previous utterances or misinterpret another character's question to avoid issue.

The first example of character who flouts relation maxim is Manny. The conversation occurs in the Mitchel's house. Mitchel invites the whole family to his house. He wants to give an announcement that they adopt a baby. Mitchel

finally introduces Lily to the family. Jay, who confronts him earlier, eventually accepts Lily's existence among the family. Jay speaks wisely in front of the family and he asks for Manny's support.

Jay : Excuse me... Okay, I know that I said I thought this was a bad idea but what do I know? I mean, It's not like I wrote a book on fatherhood. I'm trying whole my life to get it right, I'm still screwing up. Right, Manny?

Manny : **I wrote a song about it in the car.**

Jay : Of course you did. Anyway, I'm happy for ya! And you should know that I'm not here to spit in your face, I'm here to blow at your back. It's supposed to sound better in Spanish
(28/Re/Rp/31)

Manny is not cooperative by flouting relation maxim. Jay tries to be wise through his statement. He hopes that the whole family would be impressed with him. Jay asks for Manny's agreement.

Manny flouts relation maxim because he does not correspond Jay with an agreement, but with an irrelevant answer. Rather than giving Jay an agreement, he claims that the words are a song of him.

Manny's statement creates humor because it is incongruous. Jay tries to be sweet to his family until Manny ruins it by implying that Jay only cheats Manny's words.

Another character who flouts relation maxim is Jay. In the dialogue, Gloria and Claire are getting panic because Phil's nose keeps bleeding. Now everyone is paying attention to Phil's injury. Gloria asks Jay about how bad Phil's condition is.

Gloria : How bad is it?

Jay : **The wing is cracked, the propeller's bent**, but I can...

Gloria : I mean Phil.

(54/Re/Fa/23)

In this conversation, Jay flouts relation maxim by interpreting the question ‘bad’ (how bad Phil’s condition is) as a question of how bad the toy plane is broken. Instead of responding relevantly, Jay intentionally misinterprets the question by answering the plane’s condition instead. To avoid the issue, Jay is being facetious because he responds to serious issues in a slight way.

From the example of the data, all types of maxim are flouted by the characters. To flout the maxim is to exploit language. Thus, the characters somehow are not cooperative to give desired effect. The researcher focuses on the maxim flouting which creates amusement. Hence, when the characters flout the maxim, they also employ humorous rhetorical devices to create amusement.

2. Rhetorical Devices in Humor

From the data findings, the researcher found that maxim flouting employs rhetorical devices for humorous purposes. Flouting of quality maxim co-occurs with exaggeration, sarcasm, allusion, irony, ridicule, definition and satire. Flouting of manner maxim co-occurs with definition, bombast, insult, and pun/wordplay. Flouting of quantity maxim co-occur with exaggeration and bombast. Meanwhile, flouting of relation maxim can co-occur with facetiousness and repartee.

a. Rhetorical Devices in Flouting of Quality Maxim

Along the series, the characters in *Modern Family* flout quality maxim most of the times. Flouting the quality maxim appears 42 times out of 78. The characters create humor because mainly the characters state untrue statement to

mean something. Quality maxim is flouted by using 7 types of rhetorical devices: exaggeration, sarcasm, allusion, irony, ridicule, definition, and satire.

1) Exaggeration

The characters flout quality maxim by using exaggeration. Exaggeration happens when the characters blow things up far beyond the reality of the situation. Exaggeration arises to be the most frequent on the data (17 times out of 42) since there are many cases when the characters are intentionally being dramatic over everything. Thus, exaggeration is reflected through their utterances. The characters who often flout quality maxim are Cam (6 times) and Manny (5 times). Cam, by his nature, is a dramatic person who tends to react in hyper way over little thing. Meanwhile, Manny is a kid who has a poetic soul so his utterance is somehow poetic.

The first example is Manny's utterances. The characters are Claire and Manny. Manny visits Claire's house to play with Luke. Instead of playing with Luke in the backyard, he walks into the dining room to meet Claire who is pulling some cookies out of the oven.

Manny : **Those cookies smell like heaven.** Your own recipe?

Claire : No, I just throw them in the oven.

Manny : And **added the secret ingredient of caring?**

(42&44/Q1/Ex/17)

Smelling the sweet cookies, Manny flatters that the cookies' smell is like heaven. He then asks Claire whether the cookies are her own recipe or not. Claire responds to Manny unwillingly by saying that she just throws them. Manny asks again that there must be a secret ingredient of caring on Claire's cookies.

Here, Manny flouts quality maxim twice by stating literally untrue statement on purpose. His utterances of **Those cookies smell like heaven** and **added the secret ingredient of caring** show exaggeration because he enhances the smell of the cookies and he continues being poetic in which he says that caring must be the ingredients of delicious cookies.

Another example is uttered by Cam. The setting is at the toddler play class. Cam and Mitchel bring Lily to meet other babies. During the class, Mitchel warns Cam not to hyper-act. After some sections, there is a dance section class. It is a section where parents can dance with their babies. Cam is excited to show off his dance skill called ‘cam show’ where he slaps his own butt. Looking at Cam’s enthusiastic face, Mitchel re-warns him to dance like other parents. Cam is taking Lily in the center. He does a very stiff, awkward dance and then rejoins Mitchel.

Mitchel	: That was very good.
Cam	: I feel dirty.

(72/Q1/Ex/18)

Mitchel is relieved because Cam does ‘normal’ dance. He compliments Cam who can tamp his ‘cam show’ things. Cam looks angrily at Mitchel and says that he feels dirty after the dance.

Cam’s statement flouts quality maxim by saying exaggeration that he feels dirty. In this context, he feels guilty for doing such dance. He just shows exaggeration device by blowing things up. He feels dirty because he is doing normal dance just like anybody does.

2) Sarcasm

The second device used by characters to flout quality maxim is sarcasm. Sarcasm appears 7 times. When characters flout quality maxim, they know their statement is not true, however, the characters do it deliberately. In the case of sarcasm, the characters are being offensive to another character in more hurtful way. Jay often employs sarcasm device which 6 times out of 7. By nature, Jay is a sarcastic person. He always has something offensive to say to other characters who have different personality, like Cam and Manny. Moreover, Jay is the father who is the oldest person in the family. So, he tends to create mockery the most.

The first example of sarcasm device is uttered by Jay. Gloria, Manny, and Jay are in the car. Manny tells Gloria that he wants to declare his feeling to Brenda. Manny states his plan.

Manny	: I want to go to the mall where she works. But first we need to get my white shirt, the silk one.
Gloria	: Okay, if that's what you really want to do.
Jay	: Seriously, not to be the evil stepdad, but if you put on a puffy white shirt and declare your love for a 16 year old you're gonna be swinging from the flagpole in your puffy white underpants!

(15/QI/Sa/13)

Manny plans to wear a silk white shirt when he states his love. He wants to be well-prepared. Gloria can only support him. Jay, who is also hearing him, does not think it is a good idea. He can just imagine how funny Manny is with the white tight shirt combined with his big physical appearance.

Jay flouts quality maxim by using sarcasm. He mocks Manny by saying that Manny will be swinging from the flagpole in his puffy white underpants if he

declares his love to sixteen year old girl. In order to give the desired effect, he ignores quality maxim by stating his disagreement in a harsh way.

Another example of Jay's sarcasm happens when he offends Cam's personality. The setting is at Mitchel's house. Mitchel invites the whole family to give announcement of their new baby. However, he does not tell earlier what the invitation for. The family only knows that he and Cam just arrive from Vietnam for a vacation. Jay opens the conversation by asking their vacation to Vietnam.

Jay : So how was your trip?
 Mitchel : It was good, it was good actually but..about that I have something that I need to tell you guys. We didn't just go to Vietnam for pleasure. We, kinda have some big news.
 Jay : Oh, God, if **Cam comes out there with boobs**, I'm leaving!
 (24/QI/Sa/31)

Mitchel is going to tell that he and Cam adopt a baby. Before Mitchel finishes his statement, Jay interrupts him.

Jay's utterances flout quality maxim because he says something that he lacks of adequate evidence. He intentionally fails to observe the quality to be sarcastic. **Cam comes out there with boobs** employs sarcasm device because he insults Cam in hurtful ways. He thinks that Cam is unpredictable. Hence, when Mitchel says that he has big news, while Cam is not in the room, Jay comes up with the guessing that Cam will appear with his new boobs. By being rude, Jay deliberately says in a rude manner to point out that he does not want to get surprised from Cam.

3) Allusion

Allusion is used by the characters when they relate another character to famous event or figure from another literature. Obviously, when they state

allusion device, they are not being true with the statement. Hence, they flout quality maxim. The appearance of allusion device is 5 times.

The example is uttered by Phil. The setting is on the staircase. Luke has high curiosity over anything. He experiments himself by inserting his head in the banister. However, he gets stuck and could not get out.

Phil : Buddy, why do you keep getting stuck like this?
 Luke : I can get out this time.
 Alex : I'm just gonna say it... he needs to be checked by a specialist.
 Phil : There! Be free, **Excalibur!**

(01/Q1/A1/09)

Phil helps him out by pouring his head with baby oil. The effort is successful. Luke's head could get out. Phil's utterances reflect flouting of quality maxim by employing allusion since he relates Luke's head to the thing from famous figure. Phil creates humor because he makes fun of Luke's head as if it is Excalibur. Excalibur is a legendary sword of King Arthur. He treats Luke's head as if it is 'Excalibur' which is hard to be taken out.

Another character who employs allusion device is Gloria. She enters Manny's room to bring two lemonades for Jay and Manny. Jay is setting a fan while Manny is reading a manual book. As Gloria enters, Manny tells Gloria about careless Jay. Jay offends Manny for not helping him. Instead of seeing them as two enemies, Gloria thinks that they are cute with their own private joke.

Manny : Jay shocked himself twice.
 Jay : Okay, Manny.
 Manny : Well, I warned him.
 Jay : Yep, he's been a big help.
 Gloria : Look at you two with your private jokes already. **You're a regular Salazar and El Oso.**

(74/Q1/A1/23)

Gloria flouts quality maxim by employing allusion device because she relates them to famous figures. Gloria loves to think that Manny and Jay are Salazar and El Oso. Salazar and El Oso are a big comedy team in Colombia who always hurt each other to make people laugh.

4) Irony

Another way to flout quality maxim is by using irony device. The occurrence of irony device is 5 times out of 42. Irony happens when characters say one thing but mean the opposite. The characters who mainly use irony to create humor are Mitchel and Jay with the same occurrences: 2 times out of 5. Along the series, Mitchel and Jay offend another character by using friendly tone.

The first example is uttered by Mitchel. The setting is at Costco hypermarket. Mitchel and Cam are looking for diapers for Lily. Mitchel is at the shopping cart. Cam shows up with a package containing a dozen large tubes of toothpaste and a wrapped package of fifty bars of soap.

Cam : I got the toothpaste and the soap.

Mitchel : **Good. Now we can open that general store.**

(41/Q1/Ir/14)

Mitchel's utterances flout quality maxim by using irony. He offends Cam by uttering statement which is contrary to his real intention. He is not being honest when he says 'good'. His real meaning is the opposite: bad. He then continues to sound friendly by seemingly supporting Cam to open the general store. He states ironically because Cam buys so many toothpaste and soap for supplies.

Another example will be Jay's utterances. In the dialogue, Jay and Manny are still working to set a fan on Manny's room. Jay is standing on a chair, affixing

the fan blades to the blade arm. Manny is below him looking at the manual. Gloria enters with two glasses of lemonade.

Manny : Jay shocked himself twice.

Jay : Okay, Manny.

Manny : Well, I warned him.

Jay : **Yep, he's been a big help.**

Gloria : Look at you two with your private jokes already. You're a regular Salazar and el Oso.

(73/Q1/Ir/23)

Manny reports to Gloria that Jay shocks himself twice because Jay does not follow the procedure of setting the fan orderly. Hearing to Manny's grumble, Jay's response flout quality maxim by employing irony device. He says one thing when he means the opposite. His utterances in which Manny gives him a big help is intended to offend Manny who does not help him at all. During setting the fan, Manny only reads the manual book without assisting Jay.

5) Ridicule

Ridicule is used to create mockery towards another character's appearance to make contemptuous laughter. Based on the findings, ridicule occurs 5 times. The characters of *Modern Family* often flout quality maxim intentionally to ridicule another characters.

The example of ridicule is uttered by Jay. Jay and Manny are in Manny's room. The ceiling fan parts are spread out on the floor. While filling the awkward nuisance, Manny tells a story about how great his dad is to Jay.

Manny : My dad's take me on Space Mountain. It's supposed to be really fast, but he's not scared of anything. He even doesn't wear a seat belt when he drives.

Jay : Wow. How about that?

Many : He killed a bear once.

Jay : Really? **Was the bear sitting in the passenger seat?**

(67/QI/Ri/12)

He tells Jay how brave his dad is when he kills a bear. Responding to Manny's story, Jay breaks quality maxim intentionally to ridicule Manny. He asks whether the bear is sitting in the passenger seat. He means that Manny is the bear himself. Hence, Jay's utterance shows ridicule device because his statement is intended to make fun of Manny's physical appearance.

In the next dialogue, the characters are Claire and Jay. The setting is on the street when Phil, Claire, and Luke are riding bike. While pedalling, Phil complains to Claire because Luke still rides a girl's bike that has been given a makeover in an attempt to look more like a boy's bike. Phil is worried that Luke will be ridiculed by some friends. Not long after, Jay comes driving his car and honks them. He keeps laughing at Luke with his bike. Claire shouts to Jay.

Claire : Dad!

Jay : Come on. **He looks like little bo peep** on that thing.

(58/QI/Ri/04)

Jay flouts quality maxim by intentionally stating false fact to ridicule Luke. He ridicules Luke by saying that Luke is a little bo peep. Little bo peep reflects woman's image because Little bo peep is a Barbie doll. Hence, Jay's utterance is to make fun of Luke's appearance with his bike; he looks like a girl on that pinky bike.

6) Definition

On humor creation, to define certain terms, the characters are being tricky with the meaning. Hence, when the characters create their own definition of certain terms, they will flout quality maxim since they are being not true with the

real meaning of certain term. Definition appears twice in the findings. The characters who flout quality maxim to create definition are Manny and Cam.

The first example is uttered by Manny. The setting is at the dining room. The characters are Claire and Manny. Manny would rather talk with his 'old' sister, Claire, than play with Luke.

Manny : Maybe I'll just stay here and spend some time with my sister.
 Claire : Right, I guess, technically, I would be your stepsister.
 Manny : My mother says we are never to use **the word "step" because it means "not real,"** and we are a real family.

(45/Q1/De/17)

In the dialogue, Claire corrects Manny by adding 'step' before sister. Manny is being unreal by saying the word 'step' means not real. Manny flouts quality maxim because he tells something untrue about the definition of 'step'. Manny shows definition device since he is being tricky with the term 'step'. The real definition of the word 'step' is used in kinship terms denoting members of a family related by the remarriage of a parent. Manny wants Claire to know that as a family, there should be no distance. Hence, Manny tells Claire that the word step means not real while in fact they are real family.

Another example is Cam's utterances. They talk about Mitchel's background of family that affects his personality. Mitchel comes from rich family and has a good education background. Cam offends him for being selective towards anything. Hence, Cam describes Mitchel as a snob person.

Cam : Mitchell is a snob.
 Mitchel : No, I'm discerning.
 Cam : **Official slogan for snobs.**

(32/Q1/De/05)

Mitchel does not admit that he is a snob. He thinks he is a discerning person. Responding to a confident Mitchel, Cam flouts quality maxim by saying something not true with the definition of discerning. The utterance is to trick the definition of the word discerning. The real meaning of discerning person is someone who has good taste or judgment. Cam is being creative when he says that discerning is only another word for saying a snob.

7) Satire

Satire is used when the characters create mockery over stupidity of certain society. In the sitcom, satire occurs twice which is uttered by Jay. To create satire, Jay flouts quality maxim intentionally by stating untrue statement.

Gloria : In my culture, men take great pride in doing physical labor.

Jay : I know. **That's why I hire people from your culture.**

(65/Q1/St/09)

The characters are Jay and Gloria. The setting takes place at the dining room of Jay's house. Gloria tells to Jay proudly that Columbia man would have a great pride in doing physical labor. Jay's statement fails to observe quality maxim by being satirical. Jay's statement in which he says that his people hire people from Gloria's culture is intended to deride Columbian. He criticizes that American used to hire people from Columbian for their stereotype of having a physical labor job.

Another example is Jay's interview. He is sitting on the couch while telling about Manny's behavior that is always passionate about his father.

Jay : Manny thinks his dad is like superman. The truth? He's a total flake. In fact, the only way **he's like superman is that they both landed in this country illegally.**

(69/Q1/St/13)

Jay flouts quality maxim by giving untrue statement. He uses satire device when he mocks certain society. He thinks Manny's father is a superman by landing in America illegally. Hence, Jay sends bad connotation about Columbian.

b. Rhetorical Devices in Flouting of Manner Maxim

The second prominent maxim flouting to create humor is flouting of manner maxim which appears 17 times. Flouting of manner maxim co-occur with 4 types of rhetorical devices in humor: Definition, bombast, insult and pun/wordplay. Definition occurs 7 times out of 17. Bombast appears 5 times. The rest two are insult, which appears 3 times, and pun/wordplay, which appears twice.

1) Definition

Definition in flouting of manner maxim is either used to define certain person or thing in absurd way as well as to define something in a roundabout manner. Phil uses definition the most which is shown 4 times out of 7. The first example is presented below.

Phil : The thing about me and Jay is our relationship's always been stuck in that primal place where it started. You know, he's the old silverback protecting **his females**. Then along comes **this younger, stronger gorilla**, swinging in, beating his chest. Naturally, **the ape ladies** come running, presenting their nice scarlet behinds. **Papa ape** wants to stop all that, but he can't. That's... that's life. I'm not the enemy. The enemy is poachers
(40/Ma/De/12)

In the utterances, Phil flouts manner maxim because he is intentionally being obscure. Phil tells about his unhealthy relationship with Jay. Instead of straightforwardly mentioning Jay, himself, and Claire, he is being funny by using definition device to replace their name. Phil defines certain people by describing

them in a narrative-like story. Phil shows definition device since he is being tricky with the definition of the gorilla. By presenting that way, he defines himself as stronger gorilla, Jay as Papa ape, and Claire as daughter's ape who tries to escape from papa Ape.

Another example is Phil's utterances. He defines himself as a cool dad. Along the series, Phil's character is amusing because of his silliness on delivering his intention in a complicated way.

Phil **:I'm a cool dad. That's my thang.I surf the web, I text LOL
Laugh Out Loud, OMG, Oh My God, WTF, Why The Face.
You know, I know all the dances to High School Musical, so.**
(06/Ma/De/10)

In the utterances, Phil flouts manner maxim because he is not being brief with his statement. By flouting manner maxim, he intends to define himself as a cool dad with his own definition: a cool dad is someone who surfs the web, text message in abbreviate way and well-known about teenage music series. This statement creates humor because Phil tries to be cool but end up failure instead.

2) Bombast

When flouting the manner maxim, bombast is used because there is a mismatch between what is said and the way it is said. Hence, when characters flout manner maxim in a deliberate way, they will talk in roundabout way but it still remains obscure. Another way to flout manner maxim by using bombast happens when the characters use inflated language for simple meanings. Based on the findings, bombast appears 5 times.

The first example is uttered by Phil. In the interview section, Phil describes his relationship with Jay.

Phil : Jay and I are buds, for sure but with kind of an invisible asterisk. He's not, uh... He's not a talker... or a hugger. Once, he ran over my foot with his car. To be fair, he had just given up smoking. But, basically, we're buds.

(36/Ma/Bo/09)

Phil tells that he and Jay are total buds. However, there is a mismatch between what he says from the beginning and the rest of his explanation. Hence, Phil flouts manner maxim by using bombast because he is being inconsistent with his statement. At first, he says that he and Jay are total buds. However, he then continues his statement by revealing that Jay rarely talks or hugs him. He adds again by telling a story that Jay ever runs over his foot with his car. After sharing that, he re-confirms his statement that Jay does it because of logical reason. In the end, he still thinks they are buds. Phil wants to make sure they are buds. However, his statement still ends up obscure.

Another example is uttered by Phil. Phil is sitting while revealing that he buys a bike for Luke without Claire's permission.

Phil : Sometimes a man's gotta put his foot down and do what a man's gotta do and if the old lady don't like it, that's too damn bad.

(60/Ma/Bo/05)

He decides to buy a boy's bike for Luke because Luke's bike is like a girl's bike. Phil flouts manner maxim because Phil's utterances look like a very long-winded way of saying "I buy a bike without Claire knows it". Hence, the device of humoristic purposes used by Phil is Bombast. He talks as if the problem is a big deal by delivering the statement in a sophisticated language. However, it is revealed that the point is that he wanted to buy a bike without Claire's permission.

3) Insult

Insult is used when the characters employ name-calling in offensive manner to delineate another character. Hence, when the characters blatantly fail to observe manner maxim by using insult, they are assumed to use offensive name-calling to point another character.

The first example is uttered by Jay. The characters are Gloria and Jay. They are in the Mall.

Jay : I don't need any younger clothes! And I don't care what **some jackass in a pair of ribbed jeans** thinks about me.
 Gloria : Good, you shouldn't. You should only care what I think. I love you, and I don't care how old you are.
 (22/Ma/In/23)

In the dialogue, Gloria invites Jay to buy some young clothes because she assumes that Jay is in a bad mood. In previous scene, there is a man who thinks that Jay is Gloria's father. However, Jay denies Gloria's assumption by saying that he does not care about 'some jackass in a pair of ribbed jeans'. Jay flouts manner maxim by being obscure. He intentionally fails manner maxim to create a name-calling which is intended to insult the man. The jackass in a pair of ribbed jeans is used to describe the man who teases Gloria.

Another example is uttered by Phil. Phil flouts manner maxim by using insult.

Phil : Sometimes a man's gotta put his foot down and do what a man's gotta do and if **the old lady** don't like it, that's too damn bad.
 (61/Ma/In/05)

Phil is being obscure by saying 'old lady'. The rhetorical device used by Phil is Insult device. Phil intends to be funny through his language. Insult is usually used

when the characters being insulted is not there. To do insult, Phil describes another character by mocking the characteristics of the person. In this case, Phil insults by saying “an old lady” which actually refers to Claire. He says that Claire is an old lady because she rules everything in the house just like an old person.

4) Pun/Wordplay

Pun/wordplay involves the characters who are being clever to manipulate words so it ends up ambiguous. They automatically flout manner maxim because they intentionally say one word or sound which has two different meanings. Pun/wordplay only occurs twice in the series.

The first example is uttered by Cam. The characters are Mitchel and Cam. Mitchel shares story of how they first meet.

Mitchel : So, anyways, after charades, we went out for coffee, and I learned that he loves art, he plays the piano, he speaks French.

Cam : **Un peu.**

Mitchel : So, you know, I misjudged him.

(34/Ma/PW/22)

Mitchel is impressed because Cam could speak French. Cam responds by uttering French word. Cam flouts manner maxim because he is being ambiguous by saying ‘Un peu’ but spelling sort of ‘Costco’. Unpeu is French which means ‘little’ and it is name of a hypermarket where Mitchel currently loves to go for a shop. He wishes Mitchel knows he plays the word because he wants to tease Mitchel for being a snob. Hence, Cam flouts manner maxim to create pun/wordplay because he says a word with two different meanings.

Another example of pun/wordplay is done by Jay. The characters are Jay and Phil. They are alone in a giant field. They play ‘threading a needle’ with the

toy airplane. Jay holds remote control and manipulates the plane, which flies above. Phil, in the middle of the field, is standing while lifting up a hoop. Jay will fly the plane through it. Jay keeps manipulating the plane. It flies high in the sky as it swoops down toward Phil, who does not move. The plane smacks into Phil and knocks him down violently

Phil : **You drove a plane into my face.**

Jay : You must have moved. I told you to stay still.

Phil : I didn't move!

Jay : Try not to talk. I want to make sure **nothing's broken.**

(52/Ma/PW/19)

Phil sues Jay that he does it intentionally. Jay is being ambiguous by saying he wants to make sure nothing is broken. There are two meanings: Phil's nose who is bleeding or the plane which is broken. It is then revealed that Jay examines his plane rather than Phil's nose. Hence, Jay flouts manner maxim by being ambiguous. He shows pun/wordplay devices since he says a word to mean two things.

c. Rhetorical Devices in Flouting of Quantity Maxim

From the analysis, the characters flout quantity maxim mostly by using exaggeration and bombast. Rhetorical devices in flouting of quantity maxim happen when the characters give either too much or too little information. The characters have flouted the quantity maxim for 12 times. When too little information is provided, they create exaggeration. Exaggeration appears 7 times out of 12. By giving too much information that is not needed, the characters have used bombast device. From the findings, the occurrence of bombast is 5 times out of 12.

1) Exaggeration

Exaggeration in the flouting of quantity maxim is used differently. In this case, the characters state true information. However, they cut deliberately the information to create exaggeration. The character who flouts quantity maxim to be the most exaggerative is Claire. She uses exaggeration 4 times out of 7. From this dominance, it can be assumed that Claire usually blows things up. Along the series, she is the mother who worries too much over her children. Hence, her protective disposition ends up into humorous because she is being nonsensical, which is reflected through her language.

The first example is the dialogue among Alex, Claire, and Phil. The setting is at the dining room. Alex runs toward Claire and Phil. Luke follows behind Alex. He brings a plastic gun.

Alex : Mom! Dad!
 Claire : What happened?
 Alex : Luke just shot me!
 Luke : I didn't mean to!
 Claire : Are you okay?
 Alex : No, the little bitch shot me!
 Claire : Language!
 Luke : That was only plastic bb's! It was an accident!
 Claire : What did I tell you what happened if **you got him a gun?** Deal with this!
 Phil : Buddy... Uncool.
 Claire : That's it?

(10/Qn/Ex/11)

She tells that Luke shot her with plastic gun. Instead of scolding Luke, she points the blame at Phil. Claire intentionally asks Phil what if he gives Luke a gun. She intensifies the situation by asking him that way. Claire flouts quantity maxim because she exaggerates the incident. She does not cooperate by cutting the truth

because she wants to give more effect to Phil. Instead of saying 'plastic gun', she chooses to only say 'gun'. Thus, Claire's statement includes into exaggeration because she enhances the situation. By exaggerating it as a real gun, she is being funny because of her ridiculous worry.

Another example is Claire's utterances again. The characters are Phil and Claire. They are about to punish Luke who just shoots his sister with plastic gun.

- Claire : What did I tell you what happened if you got him a gun? Deal with this!
- Phil : Buddy... Uncool.
- Claire : That's it? No, the agreement was that, **if he shoots someone you shoot him.**
- Phil : We were serious about that?
- Claire : Yes, we were and now you have to follow through.

(11/Qn/Ex/11)

Claire blames Phil for giving him a plastic gun. however, Phil does not see it as a fatal mistake. Hence, he only gives a funny advice to Luke that it is just not cool. Claire protests by saying that Phil should shoot Luke back as punishment. Claire's utterances flout quantity maxim because she deliberately says that Phil should shoot Luke. However, she creates humor because her expression is too hyper. By cutting the information, Claire enhances the situation which creates an exaggeration. She says 'if he shoots someone, you shoot him' without being cooperative by giving further information 'shoot someone with a plastic gun, you shoot him back with plastic gun'.

2) Bombast

Bombast is used when the characters intentionally is being excessive when giving information which is unnecessary. Bombast lies when the characters use massive words to describe things. Hence, when the characters flout quantity maxim by giving too much information, the characters are being humorous because they add unimportant information as the details of their prior statement. However, in the case of bombast, the flouting of quantity maxim is made intentionally to create amusement.

Phil : The thing about me and Jay is our relationship's always been stuck in that primal place where it started. You know, **he's the old silverback protecting his females. Then along comes this younger, stronger gorilla, swinging in, beating his chest. Naturally, the ape ladies come running, presenting their nice scarlet behinds. Papa ape wants to stop all that, but he can't.** That's... that's life. I'm not the enemy. The enemy is poachers.

(38/Qn/Bo/12)

The character is Phil. He finally admits that his relationship does not go as smooth as it should be. Phil has his own assumption of why Jay always feels uncomfortable with him. His explanation turns too much because he describes in a very long narrative, just like when people tell a story. Hence, he flouts quantity maxim because he gives long explanation. His utterances show bombast device since Phil uses massive words to describe things. He has given sufficient information in the first place. However, he continues to give another further explanation which turns out uninformative but funny. He is being imaginative by interpreting his story to something else.

Another example of flouting of quantity maxim by using bombast is uttered by Cam. Cam and Mitchel are sitting while talking about Cam's weight.

Cam : Yes, I've gained a few extra pounds while we were expecting the baby **which has been very difficult. But, apparently your body does a nesting, very maternal primal thing, where it retains nutrition's, some sort of molecular physiology thing.** But that's science, you can't fight it.

Mitchel : I'm not saying anything.

(17/Qn/Bo/16)

Cam flouts quantity maxim by giving too much information needed. Cam accepts the fact that he gains some weight during the time they expect the baby. However, Cam gives long reason of why he gains some weight in a scientific way. Apparently, Cam avoids the image that he has eating habit issues, thus, he keeps saying as if it makes sense that he is getting fat according to his condition. The humor creation occurs because Cam's utterances are funny. Instead of saying logical as well as simple reason, he explains in scientific reason which is hard to be understood. Cam employs bombast language because despite the massive words, Cam's point is that he gains some weight. Thus, his scientific statement shows that he is being too informative.

d. Rhetorical Devices in Flouting of Relation Maxim

Flouting of relation maxim happens when the characters do not cooperate in terms of relevance. Thus, to flout relation maxim is either to respond in irrelevant statement or to change the topic from the preceding one. Based on the findings, flouting of relation maxim is used by creating facetiousness and repartee. The total number of flouting of relation maxim is 7 times. Facetiousness occurs 4 times while repartee occurs 3 times.

1) Facetiousness

Facetiousness is character's way to tease another. Hence, the use of facetiousness is not to be regarded as serious thing because the characters are trying to be funny. From the data, facetiousness co-occurs with flouting of relation maxim because when the characters tease another character, mostly they employ another context or change topic to be facetious.

The first example is uttered by Cam. The characters are Mitchel and Cam. They are sitting on the couch while looking at the camera.

Cam : When we first met, he wouldn't even look at me because I was a hick from the farm in Missouri and he's a big city mouse.
 Mitchel : Who says "city mouse"?
 Cam : **Country mice**

(33/Re/Fa/05)

Cam tells the story of their first meeting. He is a villager who meets a big city mouse. Mitchel then asks who says he is a big city mouse. Cam is being funny by saying 'country mice'. Here, Cam flouts relation maxim because Cam intentionally misinterprets Mitchel's question. Instead of corresponding with the context (who is the person who tells you that I am a big city mouse), Cam is deliberately misinterpreting the question with another context (who says city mouse?). Hence, his response is interpreted as 'it is a country mice who calls a mouse from the city as city mouse'. Cam flouts relation maxim by using facetiousness to respond Mitchel's serious question in a teasing way.

Another example is the dialogue among Manny, Phil, and Gloria. The setting is at Phil's house. Gloria and Manny accompany Phil who gets injured after Jay's toy airplane hits his nose.

Gloria : You okay?
 Phil : Oh Gloria. Thank God you're here.
 Manny : Don't worry. I'm here, too.
 Phil : **Who's this?**

(55/Re/Fa/23)

Gloria calms down groaning Phil by gently touching his shoulder. Knowing that Gloria is beside him, he is glad and so grateful. Manny sympathetically follows Gloria's move by touching Phil too. However, Phil responds to Manny in different way. Instead of saying grateful, he flouts relation maxim by saying irrelevant response. He asks who he is. It is not that he does not know it is Manny. Phil is known to adore Gloria so he is happy when Gloria cares about him, but not so with Manny. Hence, Phil flouts relation maxim to create facetiousness where he teases as if he does not know it is Manny who also calms down him.

2) Repartee

Repartee is used to put down another character's statement. By responding another character's statement in a witty way, the characters reveal the truth behind the literal meaning. Flouting of relation maxim co-occurs with repartee because the characters usually call another context to put down another character's image.

The first example is uttered by Jay. The characters are Jay and Manny.

Jay : Ey, I give you 50 bucks not to do this.
 Manny : I'm eleven years old, what am I gonna do with money?
 Jay : **What are you gonna do with a sixteen year old?**

(21/Re/Rp/23)

Jay and Gloria accompanies Manny to the Mall. Manny is going to run his plan on declaring his love. Jay, who does not agree in the first place, convinces Manny once again by offering him some money. Manny does not think that he needs

money because he is still a kid. Jay does not cooperate with Manny's question relevantly because he asks Manny back what Manny will do with a sixteen year old girl. So, Jay flouts relation maxim because he does not correspond Manny's question relevantly. Jay wants to imply that Manny is still a kid. Jay attacks back Manny with witty expression by reflecting that Manny has nothing to do with a girl who is older than him. Jay is showing repartee device in which he answers Manny's statement with rapid exchange of wittiness that creates humor.

The next example is uttered by Manny. The characters are Jay and many. Manny approaches Jay who seems busy with his toys.

Manny : I wish I could stay home with you and fly toy airplanes.

Jay : These aren't toy airplanes. These are models, and they're very complicated. You want to fly one of these, you got to be familiar with airfoil, drag, lift, and thrust, and these are all principles of aerodynamics.

Manny : **The box says, "12 and up."**

(29/Re/Rp/02)

Jay is assembling the pieces of a remote control plane. Gloria and Manny are getting ready to go out. Manny feels regretful because he could not stay home to accompany Jay to finish his toy airplane. Jay does not think Manny could help because assembling a remote control plane is complicated. He elaborates the complexity by mentioning some terms. While pointing out to the plane's box, Manny says the plane is for 12 and up.

Manny flouts relation maxim because he answers irrelevantly. Instead of responding to Jay's about the models, Manny talks about the box of the airplane. Because Jay keeps talking about how complex assembling a remote control plane is, he reveals that toy should not be that complicated by saying 'the box says 12

and up'. Manny intends to imply that the toy airplane can be used by kids. Manny's retort is a repartee device because he answers Jay in a clever way. Instead of adoring Jay for his complex explanation on the toy airplane, he attacks Jay by revealing that the toy is also made for kids, not only for an adult man like Jay.

Based on two objectives, maxim flouting and rhetorical devices play main role in determining humor construction in *Modern Family Season 1*. How humor is realised through maxim flouting can explain what exactly makes humor. However, maxim flouting is not sufficient in explaining the details of the effects. Therefore, rhetorical devices are engaged to help strengthening in what ways maxim flouting can be humorous.

In *Modern Family Season 1*, the characters tend to be humorous by flouting one or more maxims. They achieve maxim flouting by employing rhetorical devices to create humor. Based on the result, four types of maxim co occur with 12 types of rhetorical devices. Furthermore, one maxim flouting can create one or more rhetorical devices. In short, rhetorical devices can describe humorous effect more precisely rather than maxim flouting. Therefore, maxim flouting explain how language in humor breaks cooperative principles and rhetorical devices are meant to describe humorous characteristics of *Modern Family Season 1*.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Based on the findings and discussion in Chapter IV, some conclusions can be drawn related to the formulations of the problem and objectives of the study. Finally, they are stated as follows.

1. Related to the types of maxim flouting, all characters in *Modern Family Season 1* have flouted all maxims for humorous purposes. They flout maxim of quality (42 times), quantity (17 times), relation (12 times), and manner (7 times). The data show that the characters tend to flout quality maxim. By flouting quality maxim, the characters deliberately utter untrue statements. The second prominent data are flouting of manner maxim. By flouting manner maxim, the characters intentionally utter obscure statements. The third prominent data are flouting of quantity maxim. By flouting quantity maxim, the characters deliberately give too much or too little information. The last is flouting of relation maxim. By flouting relation maxim, the characters intentionally give irrelevant statements. Based on the data, the characters in *Modern Family*, like Manny, Claire and Cam, often state false statements which end up humorous. Thus, it can be drawn that they mostly flout quality maxim.

2. Related to the types of rhetorical devices, the characters flout the maxims by using 12 types of rhetorical devices. They are exaggeration,

sarcasm, allusion, irony, ridicule, definition, satire, bombast, insult, pun/wordplay, facetiousness, and repartee. The characters flout the maxims by using rhetorical devices to create humor. They flout the quality maxim mainly by using the form of exaggeration (16 times), sarcasm (7 times), allusion (5 times), irony (5 times), ridicule (5 times), definition (twice), and satire (twice). The characters flout manner maxim by using the form of definition (7 times), bombast (5 times), insult (3 times), and pun/wordplay (twice). They flout quantity maxim by using the form of exaggeration (7 times) and bombast (5 times). Meanwhile, they flout relation maxim by using the form of facetiousness (4 times) and repartee (3 times). Exaggeration appears to be the most frequent device used by the characters in *Modern Family Season 1* to create humor. By creating dramatic characters, *Modern Family Season 1* has successfully introduced their beginning episodes which focus on the introduction to the characters. Hence, it can be concluded that the characters of *Modern Family Season 1* often flout quality maxim by employing exaggeration to create humor.

However, from 15 types of rhetorical devices, there are 3 types of rhetorical devices which are not used when the characters flout the maxim. They are misunderstanding, infantilism, and over-literality. Infantilism does not appear simply because there is none of the characters employing the device. Meanwhile, misunderstanding and over-literality are not used because the two devices do not happen in the case of maxim flouting. Maxim flouting happens when the characters intentionally break the maxim. The two

devices are more likely to happen when the characters unintentionally break maxim. Hence, the study can also answer the question of what kind of humor which is created by flouting the maxim.

B. Suggestions

Paying attention towards the conclusions that are derived, the researcher proposed some suggestions. In this research, the researcher encounters some obstacles. The study of humor language, compared to other branches of linguistic study, is rarely examined into research. This becomes important because of the fact that the researcher faced a hard time to find more references. Therefore, the researcher suggests the following:

1. Future Researcher of English Literature Students

To bring this study for the linguistic research is important since this one is the least discussed. The study of humor should be regarded as challenging. Moreover, the topics under this approach are still fresh and rarely discussed. As a result, the future researchers will be able to write a good research and help to add more references related to study of humor.

2. General Readers

The readers are suggested to read this research so that they can enrich their insight about the phenomena of humor in language. To be exact, they can understand how humor is constructed from the analysis of maxim flouting and rhetorical devices.

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APPENDICES

APPENDIX 1 : Data Findings of the Types of Maxim Flouting and Rhetorical Devices to Create Humor in *Modern Family*

01/QI/Ex/01 → Number of data/types of maxim flouting/types of rhetorical devices/number of scene

QI : Quality AI : Allusion Fa : Facetiousness Rp : Repartee
 Qn : Quantity Bo : Bombast In : Insults Ri : Ridicule
 Re : Relation De : Definition Ir : Irony Sa : Sarcasm
 Ma : Manner Ex : Exaggeration PW : Pun or Wordplay St : Satire

EPISODE : PILOT

Codes	Data	Maxim Flouting				Rhetorical Device												Explanation
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i	S a	S t	
01/QI/AI/09	Phil : Buddy, why do you keep getting stuck like this? Luke : I can get out this time. Alex : I'm just gonna say it... he needs to be checked by a specialist. Phil : There! Be free, <i>Excalibur</i> !	V				V												The setting is on the staircase. Luke has high curiosity over anything. He experiments himself by inserting his head in the banister. However, he gets stuck and could not get out. Phil helps him out by pouring his head with baby oil. The effort is successful. Luke's head could get out. Phil's utterances reflects flouting of quality. In the normal dialogue, Phil has to utter what is believed to be true. However, Phil intentionally fails maxim of

Codes	Data	Maxim Flouting				Rhetorical Device											Explanation	
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i	S a		S t
																		quality to create humor. Phil creates humor by making fun of Luke’s head because when he treats Luke’s head as another thing, Excalibur. Phil’s expression is an allusion device. He similirized Luke’s head with Excalibur. Excalibur is a legendary sword of King Arthur. He treats Luke’s head as if it is ‘Excalibur’ which was hard to be taken out
02/Ql/Ri/09	<p>Phil : Buddy, why do you keep getting stuck like this?</p> <p>Luke : I can get out this time.</p> <p>Alex : I'm just gonna say it... he needs to be checked by a specialist.</p> <p>Phil : There! Be free, <i>Excalibur</i>!</p>	V													V			Phil flouts maxim of quality by telling untruth that Luke’s head is an Excalibur. By saying that way, Phil make Luke looks ridiculous. Hence, Phil applies ridicule devices to make fun of Luke’s head as if it is a sword.
03/Re/Fa/09	<p>Claire :Hang on a second, you're fifteen, it's the first time you've had a boy over I'm bound to be a little surprised, but... We're not gonna embarrass you!</p> <p>Phil :<i>I'm better go charge the camcorder.</i></p>					.												On the dialogue, Haley asks Claire’s permission to invite her boyriend to their house. However, she tells Claire that she is afraid the whole family would embarrass her. Claire promises that they would not embarrass Haley. Phil flouts maxim of relation because he states irrelevant statement. Instead of supporting Claire, Phil says the opposite. For teasing Haley, he

Codes	Data	Maxim Flouting				Rhetorical Device										Explanation		
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i		S a	S t
	Haley : Uggghhhh (leaving) Phil : I'm kidding! Come on! Who are you talking to?																	will charge the camcorder in order to record Haley and her boyfriend. Phil’s utterances is funny because he is not really going to record her, he just loves to make fun of her daughter. It includes into facetiousness since Phil teases his daughter about serious issues.
04/Qn /Bo/10	Phil :I'm a cool dad. That's my thang. <i>.I surf the web, I text LOL Laugh Out Loud, OMG, Oh My God, WTF, Why The Face. You know, I know all the dances to High School Musical, so.</i>		v				v											On the interview scene, Phil explains why he teased Haley. He wants to be close to his daughter by regarding himself as his daughters’ friend. Phil flouts maxim of quantity because he says much information which is not that important. He keep saying the unnecessary information to show that he is a modern dad. It can be seen by the way he texts messages and the series that he currently watches, which seems youngster. Phil utterances employ bombast devices due to he uses massive words for little meanings.
05/Ma /Bo/10	Phil :I'm a cool dad. That's my thang. <i>.I surf the web, I text LOL Laugh Out Loud, OMG, Oh My God, WTF, Why The Face. You know, I know all the dances to High</i>				v													On the utterances, Jay flouts maxim of manner because he is not being brief with his utterances. He wants to show he is a cool dad by showing some evidences. However, it turns into bombast since there is no mismatch between what he says and the way it is said.

Codes	Data	Maxim Flouting				Rhetorical Device										Explanation		
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i		S a	S t
	<i>School Musical, so.</i>																	It is proved when he dances awkwardly whenever he confirms that he knows all the dances of one of the teenage series
06/Ma/De/10	Phil :I'm a cool dad. That's my thang.I surf the web, I text LOL Laugh Out Loud, OMG, Oh My God, WTF, Why The Face. You know, I know all the dances to High School Musical, so.				V				V									On the utterances, Phil flouts maxim of manner because he is not being brief with his statements. By flouting the manner, he intend to define himself as a cool dad with his own definition; a cool dad is someone who text message in abbreviate way and well-known about teenage music series. However, this statement creates humor because Phil tries to be cool always but end up failure instead.
07/Ql/Ex/10	Phil :I'm a cool dad. That's my thang.I surf the web, I text LOL Laugh Out Loud, OMG, Oh My God, WTF, Why The Face. You know, I know all the dances to High School Musical, so.	V							V									Phil's statement where he said that he knew all the dances in High School Musical is flouting maxim of quality because he intentionally does not say the truth. It is obvious that Phil only wants to show off to the that he is cool by exaggerating his statement. This creates humor because of its incongruity where Phil's statement did not fit with the reality; he dances awkwardly.

Codes	Data	Maxim Flouting				Rhetorical Device										Explanation		
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i		S a	S t
08/Qn /Ex/11	Alex : Mom! Dad! Claire : What happened? Alex : <i>Luke just shot me!</i>		v						v									Alex and Luke are coming into the dining room where Phil and Claire, their parents, are there. Alex reports to them that Luke just shoot her. Alex flouts maxim of quantity by cutting the information which ends up into exaggeration. It is obvious that Luke only shoots her with plastic gun. However, to blow things up, Alex treats as if she is shot by a real gun. The proper utterances will be ‘Luke just shot me with his toy gun’.
09/Ma /In/11	Claire : Are you okay? Alex : No, the <i>little bitch</i> shot me!				v						v							Alex tells Claire and Phil that she is shot by Luke. However, Alex flouts maxim of manner by saying that she is shot by little bitch. Alex is angry and she flouts maxim of manner by insulting Luke becomes ‘little bitch’
10/Qn /Ex/11	Alex : Mom! Dad! Claire : What happened? Alex : Luke just shot me! Luke : I didn't mean to!																	The setting takes place at the dining room. The interlocutors are Claire, Phil, Luke and Alex. Alex yelled to call Phil and Claire. She tells that Luke shot her with plastic gun. The flouting is done by

Codes	Data	Maxim Flouting				Rhetorical Device										Explanation		
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i		S a	S t
	Claire : Are you okay? Alex : No, the little bitch shot me! Claire : Language! Luke : That was only plastic bb's! It was an accident! Claire : <i>What did I tell you what happened if you got him a gun? Deal with this!</i> Phil : Buddy... Uncool. Claire : That's it?		V						V									Claire. Instead of scolding Luke, she points at Phil. Claire intentionally asked to Phil what if he gave Luke a gun. She intensified the situation by asking him that way. Here, Claire flouted maxim of quantity because she exaggerated the incident. she did not cooperate by cutting the truth because she wants to give more effect to Phil. She blames Phil for giving Luke a plastic gun. Claire’s statement includes into exaggeration because she enhances the situation. By exaggerating it is a real gun, she amuses the audience because of her ridiculous worries.
11/Qn /Ex/11	Claire : What did I tell you what happened if you got him a gun? Deal with this! Phil : Buddy... Uncool. Claire : That's it? <i>No, the agreement was that, if he shoots someone</i>		V						V									The speakers are Phil and Claire. They are about to punish Luke who just shot his sister with plastic gun. Claire blames Phil for giving him a gun. however, Phil did not see it as a fatal mistakes. Hence, he only told Luke that it was just not cool. Claire protested by saying that Phil should shoot

Codes	Data	Maxim Flouting				Rhetorical Device										Explanation		
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i		S a	S t
	<p>...you shoot him.</p> <p>Phil : We were serious about that?</p> <p>Claire : Yes, we were and now you have to follow through.</p>																	Luke back as punishment. Claire’s utterance flouts maxim of quantity because she deliberately says Phil should shoot Luke, however, it creates humor because Claire’s expression is too hyper and incongruence. By cutting the information, Claire creates an exaggeration.
12/Ql/Ex/12	<p>Manny : I'm quitting soccer. It is a game for children.</p> <p>Gloria : No, you're not quitting. You would've stopped that goal if you weren't staring at that little girl.</p> <p>Manny : She is not a girl, She is a woman.</p>	V							V									The conversation is done by Manny and Gloria. They discuss about soccer. On the previous scene, Manny fails to score a goal because he sees Brenda. The flouting is uttered by Manny. He intentionally disobeys the maxim of quality by saying that soccer is a game for children. Manny exaggerate his statement by telling untruth. It ended up amusing because of the incongruity that Manny creates. Soccer is a game for everyone regardless the age. Moreover, Manny is still a child. Manny just wanted to convey the meaning behind it. He did not like soccer. The utterance of Manny shows exaggeration. It creates humorous effect because Manny’s utterance blows things up. He said that Soccer is a game for children while he himself is

Codes	Data	Maxim Flouting				Rhetorical Device										Explanation		
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i		S a	S t
																		still a kid. Additionally, Manny is the character who has mature minds. He always regard himself as an adult. Thus, he always talks as if he is a mature guy.
13/Ma /In/12	<p>Manny : I'm quitting soccer. It is a game for children.</p> <p>Gloria : No, you're not quitting. You would've stopped that goal if you weren't staring at <i>that little girl</i>.</p> <p>Manny : She is not a girl, She is a woman.</p>				V						V							Gloria and Manny are arguing. Gloria is disappointed to Manny because he cannot score a goal because of ‘that little girl’. Here, Gloria flouts maxim of manner because she is not being clear with ‘that little girl’. Manny knows that little girl is Gloria’s name calling to Brenda as an insult because Brenda is only little girl who turn into person who distracts Manny from glory.
14/Qn /Ex/12	<p>Manny : I'm quitting soccer. It is a game for children.</p> <p>Gloria : No, you're not quitting. You would've stopped that goal if you weren't staring at that little girl.</p> <p>Manny : <i>She is not a girl, She is a woman.</i></p>		V							V								Responding to Gloria who insults Brenda as ‘little girl’, Manny protests her by saying that Brenda is not only a girl, but a woman for him. This way, Manny flouts maxim of quantity because he gives no additional information by saying that Brenda is not a girl, but a woman. Obviously, woman and girl belong to the same meaning. However, Manny wants to show his poetic side by differentiating a girl and a woman.

Codes	Data	Maxim Flouting				Rhetorical Device										Explanation		
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i		S a	S t
15/Ql/ Sa/13	<p>Manny : I want to go to the mall where she works. But first we need to get my white shirt, the silk one.</p> <p>Gloria : Okay, if that's what you really want to do.</p> <p>Jay : Seriously, not to be the evil stepdad, but if you put on a puffy white shirt and declare your love for a 16 year old <i>you're gonna be swinging from the flagpole in your puffy white underpants!</i></p>	V														V		Jay flouts maxim of quality because he mocks Manny by saying that Manny will be swinging from the flagpole in his puffy white underpants if he declares his love to sixteen year old girl. Actually, Jay only wants to say that he disagree with Manny’s decision. However, in order to give the desired effect, he ignores maxim of quality by telling impossibility. Jay’s utterances reflects sarcasm devices. Jay insults Manny in offensive manner by saying that Manny will be swinging in the flagpole.
16/Ql/ Ri/13	<p>Manny : I want to go to the mall where she works. But first we need to get my white shirt, the silk one.</p> <p>Gloria : Okay, if that's what you really want to do.</p> <p>Jay : Seriously, not to be the evil stepdad, but <i>if you put on a puffy white shirt and declare your love</i></p>	V														V		Jay flouts maxim of quality to ridicule Manny. By offending Manny’s big physical appearance, he tries to make Manny ridiculous by saying that Manny will look like a flagpole by wearing a white shirt. Manny is a fat guy and Jay imagine if he wore a white outfit, he will be like a flagpole. Flagpole because Manny’s white outfit combines with his fat body will look like a wide swinging flagpole. He makes sure to Manny by scaring

Codes	Data	Maxim Flouting				Rhetorical Device										Explanation		
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i		S a	S t
	<i>for a 16 year old you're gonna be swinging from the flagpole in your puffy white underpants</i>																	him that way to actually means that Manny would be fooled by people for he embarrass himself. Thus, humor is created when Jay insulted Manny that way.
17/Qn /Bo/16	<p>Cam : Yes, I've gained a few extra pounds while we were expecting the baby <i>which has been very difficult. But, apparently your body does a nesting, very maternal primal thing, where it retains nutrition's. Some sort of molecular physiology thing. But that's science, you can't fight it.</i></p> <p>Mitchel : I'm not saying anything.</p> <p>Cam : You're saying everything .</p>		V				V											The interlocutors are Cam and Mitchel. They are sitting while talking to the camera. Came explains the reason of why he is getting fat. Cam flouts maxim of quantity because he gives too much information. Cam accepted the fact that he gained some weight during the time they expect the baby. However, Cam gave long reason of why he gains some weight, in scientific way, which he actually does not have to mention it. Apparently, Cam avoided the image that he has eating habit issues, thus, he keep saying as if it makes sense that he is getting fat according to his condition. The humor creation occurs because Cam's utterance is incongruence. Instead of saying the logical as well as simple reason, he told the audience with scientific reason whic is hard to be understood. It includes into bombast language because despite the massive words, Cam's point is that he gains some weight.

Codes	Data	Maxim Flouting				Rhetorical Device										Explanation		
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i		S a	S t
18/Ma/Bo/16	<p>Cam : <i>Yes, I've gained a few extra pounds while we were expecting the baby which hasbeen very difficult. But, apparently your body does a nesting, very maternal primal thing, where it retains nutrition's. Some sort of molecular physiology thing. But that's science, you can't fight it.</i></p> <p>Mitchel : I'm not saying anything.</p> <p>Cam : You're saying everything .</p>																	Cam flouts maxim of manner because he is not being brief with his utterances instead of stop his utterances, he continues to create bombast whenever he presents scientific facts of he is getting fat. Cam shows bombast language because his statement uses inflated language despite little meanings he creates. He only wants to say that he gains some weight during they expect the baby. However, the way it is said shown he flouts maxim of manner intentionally to avoid issues.
19/Ql/Ex/17	<p>Mitchel : Yes, I...What the hell is that?</p> <p>Cam : I had Andre do it when we we're gone.</p> <p>Mitchel : Is that us? With wings?</p> <p>Cam : <i>We're floating above her, always there to protect her.</i></p>	√							√									The interactants are Cam and Mitchel. they are heading to Lily’s room. Cam gives Mitchel surprise in the new room for Lily. It is a painting of both of them as angels, equipped with wings, while holding Lily. Cam flouts maxim of quality because he said something untruth by dramatizing his statement. Here, Cam exaggerated by saying that the drawings have a meaning that the wings symbolize them who will always protect their new

Codes	Data	Maxim Flouting				Rhetorical Device										Explanation		
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i		S a	S t
																		baby, Lily. Cam knew exactly that Mitchel might not like it, so, he answered by saying something that would convince Mitchel that the drawings was adorable. Cam is over stating that the painting represents their existence to Lily. It is obvious that they cannot really floating to protect Lily. However, the statement is to reflect that they will take after Lily as they can. Thus, this statement includes into exaggeration. humorous effect lies on the incongruity of Cam’s statement. Cam is a dramatic person. Hence, his idea to draw them with wings is one of the reflection of Cam’s funny character.
20/Q1/ Ex/23	Gloria : What is that? Manny : A poem I've written for Brenda Feldman. Jay : Of course that is. Manny : <i>I put my thoughts into words, and now my words into action!</i>	√							√									At the mall, Jay and Gloria accompanied Manny to meet Brenda. The interactants are Jay, Manny, and Gloria. Gloria wonders what paper that Manny holds. Manny flouts maxim of quality because he is being dramatic by dramatizing that he put his thought into words, and words into action. It is just the way of Manny of being romantic. Manny creates humor because he intentionally overstate his statement. He wanted to show up his excitement because he was

Codes	Data	Maxim Flouting				Rhetorical Device										Explanation		
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i		S a	S t
																		going to utter his feeling to Brenda. Manny who is falling in love replied Gloria in exaggeration. The words he put his thoughts into words and words into action is Manny’s hyperbole expression to show how much he loves Brenda Feldman.it creates humor because of its incongruity. Manny is still 11 years old, however, his words and acts is like an old man who is fallling in love.
21/Re/Rp/23	Jay : Ey, I give you 50 bucks not to do this. Manny : I'm eleven years old, what am I gonna do with money? Jay : <i>What are you gonna do with a sixteen year old?</i>			v										v				At the mall, Jay and Gloria accompanies Manny. Manny is going to run his plan on declaring his love to Brenda. Jay, who does not agree in the first place, convinces Manny once again by offering him some money. Manny does not think that he needs money because he is still a kid. Jay does not cooperate with Manny’s question relevantly because he asks Manny back what Manny will do with sixteen year old girl. So, it flouts maxim of relation. Jay wants to imply that Manny is still a kid and has nothing to do with a girl who is older than him. Jay punches back Manny’s tackle with another witty expression by reflecting that

Codes	Data	Maxim Flouting				Rhetorical Device										Explanation		
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i		S a	S t
																		Manny has nothing to do with a girl who is older than him. Jay and Manny are both showing the repartee quality in which they answer the insults with rapid exchange of wittiness that creates humor.
22/Ma/In/23	<p>Jay : I don't need any younger clothes! And I don't care what <i>some jackass in a pair of ribbed jeans</i> thinks about me.</p> <p>Gloria : Good, you shouldn't. You should only care what I think. I love you, and I don't care how old you are.</p>				V						V							Gloria and Jay are at the Mall. On the dialogue, Gloria invites Jay to buy a young clothes because she assumes that Jay is in a bad mood. On previous scene, there is a man who thinks that Jay is Gloria’s father. However, Jay refuses her by saying that he does not care what ‘some jackass in a pair of ribbed jeans’ calls him. Jay flouts maxim of manner by being obscure. He intentionally fails to create a name-calling which is used to insult the man.
23/Ql/Ex/23	<p>Gloria : Good, you shouldn't. You should only care what I think. I love you, and I don't care how old you are. So stop being gloomygoos, and stop being so hard on Manny.</p> <p>Jay : The only reason I’m hard on</p>																	Gloria feels that Jay is too hard on Manny because he keeps interrupting Manny’s decision. However, Jay thinks that he tries to distract Manny for his kindness. Jay flouts the maxim of quality because he exaggerates his statements. He comments that Manny’s hairgoo can be smelled from the spot he stood in which very far away from Manny. Jay tells the untruth to implicitly

Codes	Data	Maxim Flouting				Rhetorical Device										Explanation		
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i		S a	S t
	Manny is just because I don't want to see him make a fool of himself. <i>And I can smell that hairgoo of his from here!</i>	v							v									say that Manny is hyper act and he does not think it is a good idea. Jay’s statement is exaggeration because he enhances the real situation only to express that he utmost does not agree with Manny declaring his love to Brenda Feldmann. He creates humor because his statements show incongruity. In the beginning, he seems so much pity with Manny, however, in the end of his stateents, he again comments on Manny’s hyperact.
24/Q1/ Sa/31	Jay : So how was your trip? Mitchel : It was good, it was good actually but..about that I have something that I need to tell you guys. We didn't just go to Vietnam for pleasure. We, kinda have some big news. Jay : <i>Oh, God, if Cam comes out there with boobs, I'm leaving!</i>	v														v	Mitchel is going to announce that he and Cam adopts a baby. Before Mitchel finishing his statements, Jay interrupts him. Jay’s utterances flouts maxim of quality because he said something untruth. Jay deliberately said that way to point out that he does not want to get surprised from Cam. For the audience, the scene is amusing because Jay’s sarcastic character. He always insulted people in harsh manneer. However, he uttered in a playful tone that made the expression ends up humorous.	

Codes	Data	Maxim Flouting				Rhetorical Device										Explanation		
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i		S a	S t
25/Ql/Ri/31	<p>Jay : So how was your trip?</p> <p>Mitchel : It was good, it was good actually but..about that I have something that I need to tell you guys. We didn't just go to Vietnam for pleasure. We, kinda have some big news.</p> <p>Jay : <i>Oh, God, if Cam comes out there with boobs, I'm leaving!</i></p>	v													v			Jay flouts maxim of quality by saying that he would leave the house if Cam comes out with boobs. It is apparent that Cam is a gay’s partner of his son that Jay is sometimes a bit harsh to him. Jay flouts maxim of quality to ridicule that way because he thought that Cam is full of surprise. Jay thought when it comes into Cam’s surprises, it always something out of the box. Hence, he presumed the most possible surprise that he could think of. Jay’s utterance creates humor because of its incongruity.
26/Qn/Ex/31	<p>Haley : I hope he didn't embarrass you, mom.</p> <p>Claire : Don't mind her, Haley had her first boy over today, and <i>Phil shot him.</i></p>	v							v									The setting is at Mitchel’s house. All the family is gathering. Mitchel is going to give an announcement about adopting baby. However, Jay interrupts Mitchel by saying a joke that Cam goes to Vietnam for a breast surgery. Haley who hears Jay, points the joke to Claire who just embarrass her. Claire, who knows that Haley is still angry to her, tells the family that she just embarrasses Haley’s boyfriend and Phil shoot him. Claire’s utterance flouts maxim of quantity because she intentionally fails to give the whole information

Codes	Data	Maxim Flouting				Rhetorical Device										Explanation		
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i		S a	S t
																		needed. Claire expresses exaggeration since she deliberately blow up the reality by saying that Phil shoot Haley’s boyfriend. Actually, Phil shoots Dylan accidentally and he only shoots Dylan with plastic gun anyway. However, because of Claire’s excessive statement, it leads into humor.
27/Q1/ AI/31	Alex : Where's uncle Cameron? Mitchel : Finally, thank you, someone who's not insulting me, noticed he's not here. Jay : So, that's the big announcement. You two broke up. Well a baby wasn't gonna help that anyway! Let me tell you, you'll better off, because <i>he was a bit of a drama queen</i>	V				V												On the conversation, the whole family wonders why Mitchel wants to announce something formally. Jay then guesses that the two breaks up. Jay breaks maxim of quality by saying that Cam is a dramaqueen. Jay wanted to imply that Cam is a dramatic person. Cam always reacted in an excessive manner over little things. His utterances show allusion quality of rhetorical devices. Allusion is a very common technique of humor allusion is used to compare one thing with another things, especially literary work. Here, Jay similarized Cam with a dramaqueen because Cam is a dramatic person. It gives humorous effect because Jay’s utterance expresses incongruity.

Codes	Data	Maxim Flouting				Rhetorical Device										Explanation				
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i		S a	S t		
28/Re/Rp/31	<p>Jay : Excuse me... Okay, I know that I said I thought this was a bad idea. But What do I know? I mean, It's not like I wrote a book on fatherhood. I'm trying whole my life to get it right, I'm still screwing up. Right, Manny?</p> <p>Manny : <i>I wrote a song about it in the car.</i></p> <p>Jay : Of course you did. Anyway, I'm happy for ya! And you should know that I'm not here to spit in your face, I'm here to blow at your back. It's supposed to sound better in Spanish.</p>				V										V					In the dialogue, Jay utters wise words. The point is, he accepts Lily. When he asks Manny to agree with him, Manny is not cooperative. Manny flouts maxim of relation because he does not respond Jay with agreement, but with irrelevant answer. Rather than giving Jay an agreement, he claims that the words are a song of him.This created humor because Manny’s utterances are incongruence. Jay tries to be sweet to his family until Manny ruins it by implying that Jay only cheats Manny’s words. Manny disobey the relation to show repartee because his statement put down Jay’s image. While Jay tries to look wise, Manny’s clever statement destroys Jay’s expectation of being a wise dad.

APPENDIX 1 : Types of Maxim Flouting and Rhetorical Device to Create Humor in *Modern Family*

01/QI/Ex/01 → Number of data/types of maxim flouting/types of rhetorical devices/number of scene

Ql : Quality Al : Allusion Fa : Facetiousness Rp : Repartee

Qn : Quantity Bo : Bombast In : Insults Ri : Ridicule

Re : Relation De : Definition Ir : Irony Sa : Sarcasm

Ma : Manner Ex : Exaggeration PW : Pun or Wordplay St : Satire

EPISODE: CHANGES

Codes	Data	Maxim Flouting				Rhetorical Device														Explanation
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i	S a	S t			
29/Re/ Rp/02	<p>Manny : I wish I could stay home with you and fly toy airplanes.</p> <p>Jay : These aren't toy airplanes. These are models, and they're very complicated. You want to fly one of these, you got to be familiar with airfoil, drag, lift, and thrust, and these are all principles of aerodynamics.</p> <p>Manny :<i>The box says, "12 and up."</i></p>																		The speakers are Jay and Manny. The setting takes place at Jay’s house. Jay is assembling the pieces of a remote control plane. Gloria and Manny are getting ready to go out. Manny feels regretful because he could not stay home to accompany Jay to finish his toy airplane. Jay does not think Manny could help because assembling a remote control plane is complicated. He elaborates the complexity by mentioning some terms. While pointing out to the plane’s box, Manny says the plane was for 12 and up. Manny flouts maxim of	

Codes	Data	Maxim Flouting				Rhetorical Device											Explanation	
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i	S a		S t
				V										V				relation because he answers irrelevantly. Instead of responding Jay’s explanation about the models, Manny talks about the box of the airplane. Because Jay keep talking about how complex assembling a remote control plane is, he reveals that toy should not be that complicated by saying that the toy can be used by kids. It creates humor because Manny’s utterance is incongruence. Manny’s retort is a repartee device because he answers Jay in a witty way. Instead of adoring Jay for his complex explanation on the toy airplane, he attacks Jay by revealing that the toy is made for kids, not for an old man like Jay.
30/Ql/ Ir/03	Gloria : Men need their hobbies. Manny's father had many hobbies like hiking in the desert, that kind of skiing that they drop you from the. How do you say in english? The... Jay : Helicopter. Gloria : he even boxed with an alligator. Jay : Wrestle. You wrestle.You can't					.												Jay and Gloria is sitting on the couch while talking to the camera. They talk about men’s hobby. Gloria keep talking about her ex-husband’s hobbies. She enthusiastically tells the story of how great his ex-husband when he wrestles with alligators. Jay feels annoyed because he does not like Gloria talking about her husband until it makes him forget what they are talking about. Her utterance “hobbies are important for the men, whether you're risking your life or flying little

Codes	Data	Maxim Flouting				Rhetorical Device											Explanation	
		Q I	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i	S a		S t
	<p>box with alligators.</p> <p>Gloria : Are you sure?</p> <p>Jay : How would they get the gloves on those little claws?</p> <p>Gloria : Aren't they like tiny, little hands?</p> <p>Jay : No! I forgot what we were talking about.</p> <p>Gloria : Anyways, <i>hobbies are important for the men, whether you're risking your life or flying little planes from a safe distance.</i></p>	V										V						planes from a safe distance” consists maxim of quality maxim because she is being ironic to Jay. Her intention is somewhat the opposite of what she said. She wants to clearer that flying little planes from a safe distance is not so manly. Gloria’s statement contains irony device. In the beginning, she said that hobbies are important for the men. by risking the life, just like her ex-husband does, or by flying little planes from a distance just like Jay’s does.
31/Q1/De/05	<p>Cam : Mitchell is a snob.</p> <p>Mitchel : No, I'm discerning.</p> <p>Cam : <i>Official slogan for snobs.</i></p>	V														V		The speakers are Cam and Mitchel. the setting is at their living room. Cam talks to the camera and says that Mitchel is a snob. Mitchel rebutts by saying he was not a snob, but discerning. Cam continued saying that discerning was an official slogan for snobs. Discerning is different from snobs. They create humor because their conversation contains incongruity. Cam is being sarcastic by saying Mitchel is a snob. He intends to

Codes	Data	Maxim Flouting				Rhetorical Device													Explanation
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i	S a	S t		
																			offend Mitchel for always underestimating things.
32/Ql/ De/05	Cam : Mitchell is a snob. Mitchel : No, I'm discerning. Cam : <i>Official slogan for snobs.</i>	v						v											Cam flouts maxim of quality by saying something offensive about Mitchel. His utterance ‘ an official slogan for snobs’ is also flouting quality maxim because he says something not true. Mitchel did not admit that he is a snob, Cam’s utterance ‘official slogan for snobs’ creates humor. The utterance is to trick the definition of the word discerning. Hence, the utterance includes into definition device.
33/Re/ Fa/05	Cam : When we first met, he wouldn't evenlook at me because I was a hick from the farm in Missouri and he's a big city mouse. Mitchel : Who says "city mouse"? Cam : <i>Country mice.</i>																		The speakeers are Mitchel and Cam. They are sitting on the couch while talking to the camera. Cam tells the story of their first meeting. He is a villager who meet big city mouse. Mitchel then asks who said so. Cam was being funny by saying ‘country mice’. Here, Cam flouts maxim of relation because Cam intentionally misinterprets Mitchel’s question. Instead of corresponding with the context of the real person who says so, Cam irrelevantly answer that country mice is the person. Cam flouts maxim of relation by using facetiousness to respond Mitchel in a teasing way.

Codes	Data	Maxim Flouting				Rhetorical Device											Explanation	
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i	S a		S t
34/Ma/PW/22	<p>Mitchel : So, anyways, after charades, we went out for coffee,and I learned that he loves art,he plays the piano, he speaks French.</p> <p>Cam :<i>Un peu</i>.</p> <p>Mitchel : So, you know, I misjudged him.</p> <p>Cam : I'm sort of like <i>Costco</i>.</p>				V								V					The speakers are Mitchel and Cam. Mitchel shares story of how they first met. He is impressed because Cam could speak French. Cam responds by uttering French word which was spelled like ‘Costco’. Cam flouts maxim of manner because he was being ambiguous by saying <i>unpeu</i> and <i>costco</i> . He wished Mitchel knows he played the words because he wanted to tease Mitchel for being a snob. Hence, Cam flouts maxim of manner to create pun and wordplay.
35/Qn/Bo/09	<p>Phil : Jay and I are buds, <i>for sure but with kind of an invisible asterisk. He's not, uh... He's not a talker... or a hugger. Once, he ran over my foot with his car. To be fair, he had just given up smoking. But, basically, we're buds.</i></p>		V				V											Phil tells that Jay and him are a total buds. However, Phil creates too much information by saying unimportant things to describe how he and Jay connects to each other. Phil intentionally fails to observe maxim of quantity by creating bombast language. By employing massive words, Phil wants to make sure they are buds.
36/Ma/Bo/09	<p>Phil : <i>Jay and I are buds, for sure but with kind of an invisible asterisk. He's not, uh... He's not a talker... or a hugger. Once, he ran over</i></p>				V		V											Phil flouts maxim of manner by saying not brief. In his utterances, he is being inconsistent with what he says. Because of there is no mismatch between his preceding statement and his rest utterances, he intends to create

Codes	Data	Maxim Flouting				Rhetorical Device												Explanation
		Q I	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i	S a	S t	
	<i>my foot with his car. To be fair, he had just given up smoking. But, basically, we're buds.</i>																	bombast because of saying in roundabout manner which in the end it still remains obscure
37/Ma/De/09	Phil : <i>Jay and I are buds, for sure but with kind of an invisible asterisk. He's not, uh... He's not a talker... or a hugger. Once, he ran over my foot with his car. To be fair, he had just given up smoking. But, basically, we're buds.</i>				V			V										Phil flouts maxim of manner by saying not brief. In order to explain how he and Jay are a total buds, he creates such an obscure elaboration. His statements scatter aimlessly and do not seem to tell a lot about what 'buds' is. The term buds here is being re-defined by Phil. By flouting the manner, Phil is being funny to employ definition of his own total buds; not a talker or hugger, as well as run over his foot with his car is to mean a total buds.
38/Qn/Bo/12	Phil : <i>The thing about me and Jay is our relationship's always been stuck in that primal place where it started. You know, he's the old silverback protecting his females. Then along comes this younger, stronger gorilla, swinging in, beating his chest. Naturally, the ape ladies come running,</i>		V				V											The speaker is Phil. He finally admits that his relationship does not go smooth as it should be. Phil has his own assumption of why Jay always feels uncomfortable with him. His explanation turns too much because he described in a very long narrative, just like when people tells a story. Hence, he flouts maxim of quantity because he gives long explanation. It provokes humor since Phil's statement is incongruence. It includes into bombast devices since

Codes	Data		Maxim Flouting				Rhetorical Device												Explanation
			Q I	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i	S a	S t	
		<i>presenting their nice scarlet behinds. Papa ape wants to stop all that, but he can't. That's... that's life. I'm not the enemy. The enemy is poachers</i>																	Phil using massive words to describe things. He was being imaginative by comparing his story to something else.
39/Ma/Bo/12	Phil	<i>: The thing about me and Jay is our relationship's always been stuck in that primal place where it started. You know, he's the old silverback protecting his females. Then along comes this younger, stronger gorilla, swinging in, beating his chest. Naturally, the ape ladies come running, presenting their nice scarlet behinds. Papa ape wants to stop all that, but he can't. That's... that's life. I'm not the enemy. The enemy is poachers</i>				V		V											Phil flout maxim of manner because he is not being brief with his utterances. The way Phil tells his relationship with jay turns into amusement because there is no mismatch between what he says and the way it is said. To say that his relationship with jay has been stuck, he then continues to tell a lot in a narrative-like story. Hence, Jay flouts maxim of manner to create bombast language when he shows language exuberance when his points is only to say that his relationship with Jay is unhealthy.

Codes	Data	Maxim Flouting				Rhetorical Device											Explanation	
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i	S a		S t
40/Ma/De/12	Phil : You know, he's the old silverback protecting his females. Then along comes <i>this younger, stronger gorilla</i> , swinging in, beating his chest. Naturally, <i>the ape ladies</i> come running, presenting their nice scarlet behinds. <i>Papa ape</i> wants to stop all that, but he can't. That's... that's life. I'm not the enemy. The enemy is poachers				V			V										On the utterances, Jay also flouts maxim of manner because he blurres the reference of people by describing it in a narrative-like story. Phil shows definition devices since he is being trickery with the definition of the gorilla. By presenting that way, he defines himself as stronger gorilla, Jay as Papa ape, and Claire as daughter’s ape who tries to escape from papa Ape.
41/Ql/Ir/14	Cam : I got the toothpaste and the soap. Mitchel : <i>Good. Now we can open that general store</i>	√				.						√						The setting is at Costco. Mitchel and Cam are looking for diapers for Lily. Mitchel is at the shopping cart. Cam shows up with a package containing a dozen large tubes of toothpaste and a wrapped package of fifty bars of soap. Mitchel’s utterance flouts maxim of quality since he is not being honest when he says ‘good’. It is to mean the opposite. Mitchel is being ironic by saying ‘good. Now we can open that general store’. He offend Cam in a friendly way because Cam

Codes	Data	Maxim Flouting				Rhetorical Device													Explanation
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i	S a	S t		
																		buys so many toothpaste and soap for supplies.	
42/Ql/ Ex/17	Manny : <i>Those cookies smell like heaven.</i> Your own recipe? Claire : No, I just throw them in the oven. Manny : And added the secret ingredient of caring? Claire : Sure.	√							√									The speakers are Claire and Manny. Claire pulls some cookies out of the oven as Manny entered. Manny smells the fresh cookies and he states exaggeratively by saying that the cookies’ smell was like heaven. he flouts maxim of quality because he overstates the smell of cookies Mannny’s utterance shows exaggeration because he enhances the smell of the cookies	
43/Qn /Ex/17	Manny : <i>Those cookies smell like heaven.</i> Your own recipe? Claire : <i>No, I just throw them in the oven.</i> Manny : <i>And added the secret ingredient of caring?</i> Claire : Sure.																	Claire’s reply to Manny show too little information. She exaggerates her response by saying that she only throw the cookies in the oven. She broke maxim of quantity by giving too little information. Hence, her cutting of the information has turned into exaggeration devices	
44/Ql/ Ex/17	Manny : <i>Those cookies smell like heaven.</i> Your own recipe? Claire : <i>No, I just throw them in the</i>																	He flouts maxim of quality as well when he continues to ask the ingridients of the recipes. Manny flouts maxim by saying that the secret ingridient is caring.	

Codes	Data	Maxim Flouting				Rhetorical Device											Explanation	
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i	S a		S t
	<p>oven.</p> <p>Manny : <i>And added the secret ingredient of caring?</i></p> <p>Claire : Sure.</p>																	Here, Manny flouts maxim of quality twice by exaggerating his utterances; he tells Claire that the smell is just like heaven and the ingredients is caring.
45/Ql/De/17	<p>Manny : Maybe I'll just stay here and spend some time with my sister.</p> <p>Claire : Right, I guess, technically, I would be your stepsister.</p> <p>Manny : My mother says we are never to use <i>the word "step" because it means "not real,"</i> and we are a real family.</p>	V						V										The setting is at the dining room. The speakers are Claire and Manny. Manny rather talks with his ‘old’ sister, Claire, than plays with Luke. On the dialogue, Claire corrects Manny by adding ‘step’ before sister. Manny is being unreal by saying that word ‘step’ is not real. Manny flouts maxim of quality because he told something untruth about the definition of ‘stepsister’. Manny wants Claire to know that as a family, there should be no distance. Humor creation occurs because Manny’s utterance is incongruence. Manny always acts like a mature person and he is more comfortable to talk with someone way older than him. he is even wiser than mature people. Hence, the his characters is funny since the ‘wise’ words often uttered from little boy, Manny. Manny shows definition devices since he was being tricky with the word step. Manny told Claire that

Codes	Data	Maxim Flouting				Rhetorical Device													Explanation
		Q I	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i	S a	S t		
																		the sword step means not real.	
46/Qn/Ex/17	Manny : So, what is the matter, Claire? Claire : What? Manny : You seem sad. Claire : It's just stuff with Alex. You know, kid stuff. Manny : Ugh, <i>kids. You don't have to tell me. My school is full of them.</i>																	On the conversation, Manny asks Claire’s feeling. Claire responds in unwilling way by only says that it is just about a kid stuff. Manny supports Claire by saying that he also meets many kids in his school. Manny creates amusement by giving no additional information. He tends to create exaggeration by giving no information thus the utterances are created to enhance situation	
47/Re/Fa/17	Manny : So, what is the matter, Claire? Claire : What? Manny : You seem sad. Claire : It's just stuff with Alex. You know, kid stuff. Manny : Ugh, <i>kids. You don't have to tell me. My school is full of them.</i>																	In order to create good atmospheres, Manny flout maxim of relation by giving irrelevant context to correspond Claire’s expression. By saying stuff with Alex is a kid stuff, Manny responds out of context by saying that he meets kids all the time on his school. It is obvious that school is full of kids. However, Manny treats Claire’s serious issues to less Claire’s tension.	
48/QL/Ex/19	Phil : I can see why you like this. <i>It's so peaceful. It's like the whole world just...disappears out here.</i> I remember this one summer...	V							V									The speakers are Jay and Phil. They are alone in a giant field. Jay holds remote control and manipulates the plane, which flies above. Phil wants to try to fly the plane. However Jay does not allow him. After some	

Codes	Data	Maxim Flouting				Rhetorical Device											Explanation	
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i	S a		S t
	Jay : I'll tell you what. There's a trick, "threading the needle." Claire and Mitch played at it as kids.																	timen, there is a long silence because Jay is concentrating flying the planes. On that awkward occasion, Phil starts a conversation. He tells Jay that it is so peaceful out here just like the world dissapears. Phil flouts maxim of quality because he exaggerate his statements. Phil’s statement is exaggeration since he intensify the situation. Jay and Phil are in a giant field. They did not talk with each other so Phil feels it is peaceful there. He also adds his expression ‘just like the world dissapears’.
49/Ma /De/20	Claire : Alex and I can't just disagree. She has to turn everything into a fight.. Manny : A strong, independent woman <i>Sounds like somebody else I know.</i> Claire : I was never hostile, though. This whole thing with the dress... Never had this problem with Haley.				V			V										Claire and Manny arre in the mid-conversation at the kitchen table, the plate of cookies between them. Claire has the coffee next to her cup and Manny has a milk carton next to his plastic cup. Claire tells to Manny about Haley. Sometimes, she just does not understand why Haley is always against her in any case and make little things turns into great fights. Manny responds to Claire by saying that Haley is a strong and independent girl just like somebody he knows. Manny flouts maxim of manner because his statements are not clear. Here, Manny blurres the reference deliberately because the

Codes	Data	Maxim Flouting				Rhetorical Device												Explanation
		Q I	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i	S a	S t	
																		real ‘somebody’ that he was talking about is right next to him, Claire. So basically, Manny intends to say that Haley has the same characters as her mom. Many’s utterance shows definition device because he was being tricky by referring somebody he knows with a strong independent woman. It is to mean a strong and independent woman as Claire herself.
50/QI/ Ex/21	Mitchel : Cameron, guess what I found. Coffins. <i>They sell baby formula, and they sell coffins. You can literally buy everything you need from birth to death.</i>	v							v									The speakers are Cam and Mitchel. they are at the Costco. Mitchel put a giant three –pack of olives in the overloaded cart. Cam joins him. Cam finds diapers that they are looking for since the beginning. However, Mitchel is still busy putting manny stuff to their shopping cart. He could not hide his pleasant shopping there because he finds out that Costco has complete stuff. Mitchel expresses his excitement by ignoring maxim of quality. His utterances when he said that they can buy everything they need from the birth to death due to the fact that they found baby formula and coffin. Hence, he is way to excessive while he knows that Costco does not necessarily have everything. Mitchel is amusing because his utterance is somewhat

Codes	Data		Maxim Flouting				Rhetorical Device													Explanation
			Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i	S a	S t		
																			incongruence. It expresses exaggeration of Mitchel because he enhances the situation.	
51/Ql/Ex/23	Gloria	:Why you don't want to wear a dress?	V			.													Gloria and Alex are having lunch at a cafe in the mall. They are seated across from each other. Gloria still persuades Alex to wear a dress. However, alex still is not interested to wear one. Alex imagines if she wore a dress, she would look like Haley, her sister, and her stupid friends. Gloria responds her by saying that She also likes wearing a dress yet she does not look like haley. Here, Alex’s utterance broke maxim of quality since she said to Gloria she looks like haley; the difference is only their age. Alex exaggerates her statement by saying that Gloria look Haley in a 40 years older version. Haley’s statement is humorous since it contains incongruity. Alex’s statement expressed exaggeration devices because she enhance Gloria’s age by saying that Gloria is Haley’s version in 40 years older looks. It is obvious that Gloria is not that old. Hence, it is intended to amuse by using exaggeration device.	
	Alex	: Because I don't want to look like Haley and her stupid friends.																		
	Gloria	:I wear dresses, and I don't look like Haley.																		
	Alex	: <i>You are Haley, just... 40 years older.</i>																		
	Gloria	: 10.																		
	Alex	: 20.																		
	Gloria	: Deal.																		

Codes	Data		Maxim Flouting				Rhetorical Device											Explanation		
			Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i	S a		S t	
52/Ma /PW/1 9	Phil	: You drove a plane into my face.																		The speakers are Jay and Phil. They are alone in a giant field. They plays ‘threading a needle’ with the toy airplane. Jay holds remote control and manipulates the plane, which flies above. Phil in the middle of the field, standing while lifting up a hoop. Jay will fly the plane trough it. Jay keeps manipulates the plane. It flies high in the sky as it swoops down toward Phil, who does not move. The plane, does not hesitate, smacks into Phil and knocks him down violently. Phil sues Jay dos it intentionally. Jay is being ambiguous by saying he wants to make sure nothing is broken. There are two meaning: Phil’s nose whose bleeding or the plane. It is then revealed that Jay examines his plane rather than Phil’s injury. Hence, Jay breaks maxim of manner by being ambiguous. It shows puns and wordplay devices where Jay says a word to mean two things.
	Jay	: You must have moved. I told you to stay still.																		
	Phil	: I didn't move!																		
	Jay	: Try not to talk. <i>I want to make sure nothing's broken.</i>				V								V						
53/Qn /Ex/23	Jay	: You'll be all right.																		The setting is at Phil’s house. Claire, Manny, Gloria, and Ales are having conversation in the dining room when suddenly Jay comes in while helping a drugged Phil. Jay departs Phil in the couch. Phil is screaming as if he is suffering too much painful. Claire is shocked
	Claire	: Oh, my God! What happened?																		
	Jay	: Little accident. Nothing big.																		
	Phil	: <i>I was in a plane crash.</i>		V																

Codes	Data	Maxim Flouting				Rhetorical Device											Explanation	
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i	S a		S t
																		seeing Phil with bloods on his face, Claire asks Jay what happened but Jay only says it is a little accident. Phil rebuts Jay by saying he is in a plane crash. Phil’s utterances flout maxim of quantity because he deliberately says too little information by cutting some parts of information. He says the truth by saying a plane crash however it is only a toy airplanes. Moreover, everyone in the room knows it is a toy because it is revealed that Jay also brings the toy airplane with him. Phil uses maxim flouting of quantity to create exaggeration
54/Re/ Fa/23	Gloria : How bad is it? Jay : <i>The wing is cracked, the propeller's bent</i> , but I can... Gloria : I mean Phil.			V						V								On the conversation, Gloria asks to Jay about Phil’s condition. However, instead of responding relevantly, Jay misinterprets the question by answering the plane’s condition instead. Jay shows facetiousness because he is being funny by responding serious issues in a slight way
55/Re/ Fa/23	Gloria : You okay? Phil : Oh Gloria.Thank God you're here. Manny : Don't worry. I'm here, too.																	While Claire walks away to the kitchen to give Phil some water, Gloria calmes his down. Phil groans. Gloria calms Phil by touching him. knowing that Gloria is beside him, he is glad and so grateful. Manny

Codes	Data	Maxim Flouting				Rhetorical Device													Explanation
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i	S a	S t		
	Phil : <i>Who's this?</i>			V						V									follows Gloria touches his body. However, Phil responds in differet way. Instead of saying grateful, he flouts maxim of relation by saying irrelevant response. He as who is he. It is not that he did not know it was Manny. Note that Phil like Gloria so he was happy, but not so with manny. Hence, Phil flouts maxim of quality to be facetiousness where he teases as if he does not know it is Manny who also calms him down.

APPENDIX 1 : Types of Maxim Flouting and Rhetorical Device to Create Humor in *Modern Family*

01/Ql/Ex/01 → Number of data/types of maxim flouting/types of rhetorical devices/number of scene

Ql : Quality Al : Allusion Fa : Facetiousness Rp : Repartee

Qn : Quantity Bo : Bombast In : Insults Ri : Ridicule

Re : Relation De : Definition Ir : Irony Sa : Sarcasm

Ma : Manner Ex : Exaggeration PW : Pun or Wordplay St : Satire

EPISODE: THE BYCYCLE THIEF

Codes	Data	Maxim Flouting				Rhetorical Device											Explanation	
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i	S a		S t
56/Ql/ Ir/04	<p>Phil : I worry about the ridicule he might get from some loudmouth bully. [horn honks]</p> <p>Jay : [laughing] <i>hey. Nice bike!</i></p>	V										V						The setting is on the street when Phil, Claire, and Luke is riding a bike. While pedaling, Phil complains to Claire because Luke still rides a girl’s bicycle that’s been given a makeover in an attempt to look more like a boy’s bike. Phil is afraid if Luke will be ridiculed by some friends. Not long after, Jay comes driving his car and honks them. Jay’s utterance flouts maxim of quality because he says something ironic by saying that Luke’s bike is nice. He means the

Codes	Data	Maxim Flouting				Rhetorical Device											Explanation	
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i	S a		S t
																		opposite.
57/Ql/ Al/04	Claire : Dad! Jay : Come on. He looks like <i>little bo peep</i> on that thing.	V				V												Jay is enjoying ridiculed Luke’s bike when Claire finally shouts him to stop. However, Jay does not cooperate by instead saying something untruth that he compares Luke with little bo peep. Jay breaks maxim of quality by intentionally stating false fact. He wanted to clarify by using an allusion device that Luke looks like bo peep riding a bike. Boo peep is one of Toy’s story woman’s characters. It simply is humorous because the scene shows Jay makes fun of Luke’s bike.
58/Ql/ Ri/04	Claire : Dad! Jay : Come on. <i>He looks like little bo peep on that thing.</i>	V													V			Jay flouts maxim of quality by telling untruth that Luke looks like little bo peep. Jay employs ridicule devices to make fun of Luke’s appearance with his buke; he looks like a girl on that pinky bike.
59/Qn /Bo/05	Phil : <i>Sometimes a man's gotta put his foot down and do what a man's gotta do and if the old lady don't like it, that's too damn bad.</i>		V				V											On the interview section, Phil tells the audience that he decides to buy a boy’s bike for Luke. Phil’s utterance blatantly fails maxim of quantity. He gave information more than needed. The device of

Codes	Data	Maxim Flouting				Rhetorical Device												Explanation
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i	S a	S t	
																		humoristic purposes used by Phil is Bombast. The way he talks as if the problem was a big deal by sending the statement in a sophisticated language. However, it is revealed that the point is that he wanted to buy a bike without Claire’s permission.
60/Ma/Bo/05	Phil : <i>Sometimes a man's gotta put his foot down and do what a man's gotta do and if the old lady don't like it, that's too damn bad.</i>				V		V											Phil flouts maxim of manner by using bombast. Phil shows no mismatch between what he actually wants to say and the way it is said. He shows massive words despite little meanings. He talks in sophisticated language to only say ‘I buy a bike for Luke without Claire knows it’
61/Ma/In/05	Phil : Sometimes a man's gotta put his foot down and do what a man's gotta do and if <i>the old lady</i> don't like it, that's too damn bad.				V						V							Phil is being obscure by saying ‘old lady’. The devices of humoristic purposed used by Phil is Insult. The way he talk as if the problem was a big deal by sending the statement in a sophisticated language. However, it is revealed that the point is that he wanted to buy a bike without Claire’s permission. He also shows insult device by saying an old lady which actually refers to Claire. Phil was being funny by entertaining the audience with the way he spoke.

Codes	Data	Maxim Flouting				Rhetorical Device											Explanation	
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i	S a		S t
62/Qn/Ex/06	<p>Mitchel : Cam, come on. Hurry up. We're gonna be late.</p> <p>Cam : It's a toddler play class, <i>Not a Broadway opening night.</i></p>		v						v									The setting was at the living room. Mitchel and Cam were preparing Lily to have a toddler play class. Mitchel asked Cam to be hurry. Cam’s response flouts maxim of quantity by giving more information than needed. He intentionally said to Mitchel that a toddler play class is not like a Broadway opening night. Cam shows allusion to relax Mitchel because he saw Mitchel was over-worried and over-prepared over the things that Cam thought there should be nothing to be worried about.
63/Ql/Ir/06	<p>Mitchel : Paisley and pink. <i>Was there something wrong with the fishnet tank top?</i></p> <p>Cam : Obviously not</p>	v										v						Mitchel was surprised with Cam’s outfit. Cam was wearing white flowy pants with a pink shirt. On commenting Cam’s outfit, Mitchel offended Cam in a friendly way by instead asking why he did not wear a tank top. On the dialogue, Mitchel broke maxim of quality by showing irony.
64/Ql/Sa/08	<p>Gloria : You know Manny. He keeps us grounded.</p> <p>Jay : Yeah. <i>Like fog at the airport.</i></p>		v													v		On the dialogue, Gloria was telling that sometimes they could not go for honeymoon because they could not leave Manny alone. Gloria saw this from the bright side by telling that Manny made them keeping grounded. However, Jay disagree with Gloria hence

Codes	Data	Maxim Flouting				Rhetorical Device											Explanation	
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i	S a		S t
																		seeing Manny as distraction. He intentionally flouts maxim of quality by using sarcasm. He thought that Manny was like a fog at the airport to implicitly said that Manny was an obstacle for him and Gloria.
65/Ql/ Sa/09	Gloria : In my culture, men take great pride in doing physical labor. Jay : I know. <i>That's why I hire people from your culture.</i>	v															v	The speakers are Jay and Gloria. The setting took place at the dining room of Jay's house. Gloria asked Jay to accompany Manny set a fan on Manny's room. Gloria also told Jay that in Columbia, a man would have a great pride in doing physical labor. Jay's statement fails to fill maxim of quantity by saying untruth. It is then followed by Gloria who responded Jay's mocking by stating untruth as well. Hence, Jay and Gloria's statement fail to fulfill the maxim of quality. Jay's statement in which he said that his people hired people from your culture shows satire. Here, Jay derided certain society, Columbian. He criticize that American used to hire people from Columbian for their stereotype of having a physical labor job.

Codes	Data	Maxim Flouting				Rhetorical Device											Explanation	
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i	S a		S t
66/Ma/De/10	<p>Luke : Dad, this is the coolest bike ever. Awesome.</p> <p>Phil : So, listen, buddy. <i>Certain members of this family</i> don't think you can take care of <i>this bad boy</i>.</p>				V			V										Phil and Luke were wheeling a brand new black, macho-looking bike out of the bike shop. Luke was satisfied with his new bike. Phil finally bought a new bike for replacing Luke’s bike. Phil warned Luke to take care of his new bike. Here, Phil flouts maxim of manner by blurring the reference of people and thing. Here, ‘certain members of family’ refers to Claire and ‘this bad boy’ refers to new bike. Phil wished Luke to know who he meant. Hence, he broke maxim of manner deliberately with the assumption that Luke has already known his ‘code’ A device that Phil used as humorous techniques is definition. He was doing a trickery word to define Claire by the term ‘certain members of this family’ and ‘bad boy’ which is to define a new bike.
67/Sa/Ri/12	<p>Manny : My dad's take me on space mountain. It's supposed to be really fast, but he's not scared of anything. He even doesn’t wear a seat belt when he drives.</p> <p>Jay : Wow. How about that?</p>																	Jay and Manny were un Manny’s room. The ceiling fan parts were spread out on the floor. While filling the awkward nuisance, Manny told a story about how great his dad is to Jay. He told Jay how brave his dad was when he killed a bear. responding to Manny’s story, Jay broke maxim of quality intentionally to

Codes	Data	Maxim Flouting				Rhetorical Device											Explanation	
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i	S a		S t
	Many : He killed a bear once. Jay : Really? <i>Was the bear sitting in the passenger seat?</i>	V													V			mean something. By flouting maxim of quality, Jay intended to ridicule Manny by asking whether the bear was sitting in the passenger seat. He meant that Manny was the bear himself. Hence, Jay’s utterance shows sarcasm and ridicule devices because his statement is intended to make fun of Manny’s physical appearance.
68/Ql/Al/13	Jay : Manny thinks his dad is like <i>superman</i> . The truth? He's a total flake. In fact, the only way he's like superman is that they both landed in this country illegally.	V				V												On the interview scene, Jay complained about Manny. He thinks that many was too proud of his dad. Jay’s statement flouts maxim of quality because he said something untruth and something that he was lack of adequate evidence. By flouting maxim of quality, he used allusion device and satire to send his message of the utterance. Jay shows allusion device when he compare ‘superman’ with Manny’s father.
69/Ql/Sa/13	Jay : Manny thinks his dad is like superman. The truth? He's a total flake. In fact, <i>the only way he's like superman is that they both landed in this country illegally.</i>	V															V	Jay flouts maxim of quality by giving the untrue statement. He also shows satire device when he mock certain society that he thought Manny’s father is a superman by landing to America illegally. Hence, it provokes bad connotation of superman and Columbian.

Codes	Data	Maxim Flouting				Rhetorical Device											Explanation	
		Q I	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i	S a		S t
70/Q1/ Ex/14	<p>Cam : They're gonna love us. Let's just be ourselves</p> <p>Mitchel : Or a slightly toned-down version of ourselves. I just don't want this becomes an episode of "the cam show."</p> <p>Cam : Oh, my gosh, <i>people love "the cam show."</i></p>	V							V									Mitchel and Cam stood just inside the door at the Mommy and Me Class Day. They look around and found a room full of extremely straight parents and their kids. Cam was aware that Mitchel was a bit nervous because they were the only gay parents there. Mitchel was worry if Cam would hyper act by doing what he called as ‘the cam show’ where Cam would do an active energetic stunt to pull other’s attention. Being limited by Mitchel, Cam’s statement flouts maxim of quality by exaggerating his utterance ‘people love the cam show’. He intensifies the utterance by saying as if the no one hates him doing the Cam show.
71/Q1/ Ex/18	<p>Mitchel : Cam, just –</p> <p>Cam : Yes, I know. <i>tamp down my natural gifts</i> and dance like a straight guy.</p> <p>Mitchel : No slapping your own butt.</p>	V							V									The speakers are Cam and Mitchel. On the toddler play class, there was a section called dance with the babies. It was the time when parents and their kids dance together. Mitchel suggested Cam not to dance excessively. Cam’s response flout maxim of quality because he shows exaggeration device on his statement that Mitchel is ‘tampping down his natural gift’.

Codes	Data	Maxim Flouting				Rhetorical Device											Explanation	
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i	S a		S t
72/Ql/ Ex/18	Mitchel : That was very good. Cam : <i>I feel dirty.</i>	V							V									Cam was taking Lily in the center. He did a very stiff, awkward dance and then rejoined Mitchel. Mitchel was relief because Cam did ‘normal’ dance. He complimented Cam who can tamp his ‘cam show’ things. However, Cam’s statement flouts maxim of quality by saying exaggerative that he feels dirty. It is obvious that he was still clean literally. He just show exaggeration device by blowing up that he feels dirty because he was doing normal dance just like anybody does.
73/Ql/ Ir/23	Manny : Jay shocked himself twice. Jay : Okay, manny. Manny : Well, I warned him. Jay : <i>Yep, he's been a big help.</i> Gloria : Look at you two with your private jokes already. You're a regular salazar and el oso.	V									V						Jay and Manny were still working. Jay was standing on a chair, affixing the fan blades to the blade arm. Manny us below him looking at the manual. Gloria entered with two glasses of lemonade. Manny reported to Gloria that Jay shocked him twice. Jay’s response is flouting maxim of quality by saying what he meant the opposite. He said that Manny gave a big help while in fact, Manny was only doing nothing. . Jay shows irony by saying Manny help him while in fact it was not.	

Codes	Data	Maxim Flouting				Rhetorical Device												Explanation
		Q l	Q n	R e	M a	A l	B o	D e	E x	F a	I n	Ir	P W	R p	R i	S a	S t	
74/Q1/ A1/23	Manny : Jay shocked himself twice. Jay : Okay, manny. Manny : Well, I warned him. Jay : Yep, he's been a big help. Gloria : <i>Look at you two with your private jokes already. You're a regular salazar and el oso.</i>	V				V												Gloria’s response them by breaking maxim of quality as well because she said untruth. Gloria show rhetorical devices. Gloria shows allusion device because she loved to think that Manny and Jay were Salazar an El Ozo. They were a big comedy team in Colombia who always hurt each other to make the audience laugh.
75/Q1/ Ex/28	Manny : <i>You tried to kill me</i> Jay : Save the drama for one of your little poems	V							V									Manny handed Jay a screwdriver. Jay took it but when he did, a fan blade fell and hit Manny. Manny’s utterance flout maxim of quality because he said untruth by saying that Jay tried to kill him. Here, Manny shows exaggeration device because he blows things up over little accident
76/Q1/ Sa/28	Manny : You tried to kill me Jay : <i>Save the drama for one of your little poems</i>	V														V		Jay’s response to many also flouts maxim of quality by saying something offensive. Jay shows sarcasm because he responded Manny by saying something hurtful to Manny for being too dramatic.
77/Q1/ Ex/32	Cam : <i>I would have killed with this crowd but you had to clip my wings which you used to be the wind beneath.</i>	V							V									Cam was sad because Mitchel asked him to act like a normal guy. Cam uttered his sadness by exaggerating his statement. He flouts maxim of quality because he utters his statement in an excessive manner. By

Codes	Data	Maxim Flouting				Rhetorical Device												Explanation
		Q I	Q n	R e	M a	A l	B o	D e	E x	F a	I n	I r	P W	R p	R i	S a	S t	
	<p>Mitchel : I know. I'm sorry</p> <p>Cam : This class has turned me into a complete monster.</p>																	saying Mitchel 'clip his wings', he flouts the maxim to create exaggeration.
78/Q1/Ex/32	<p>Cam : I would have killed with this crowd but you had to clip my wings which you used to be the wind beneath.</p> <p>Mitchel : I know. I'm sorry</p> <p>Cam : <i>This class has turned me into a complete monster.</i></p>																	<p>'the class has 'turned him into a monster' is to intensify the real situation. Cam was being dramatic to express his disappointment to Mitchel. However, it turns out to be funny because of his poetic and hyper language. Hence, Cam flouts maxim of quality by telling his feelings into a huge deal.</p>

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